

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, JANUARY 25, 1929

WITH THE RIGHT ORGANIZATION LIFE INSURANCE IS A GREAT LIFE WORK



From every point of view the Section embraced by the four States--Illinois, Indiana, Ohio and Missouri ---is one of the most fertile fields for Life Insurance selling in the World.

In these States live one-sixth of the population of the United States. Its proportion of wealth and prosperity is even greater.

Life Insurance men in this territory desiring a fuller, more personal service get it with The Peoples Life (Illinois).

It is the policy of serving well a relatively small but rich territory that sets The Peoples Life proposition apart. Our belief that there exists a definite need for an organization with such a policy is substantiated by the company's growth during the last five years.

This is one of a series of statements about The Peoples Life, Illinois. This company founded in 1908 is now entering a new phase in its development. The goal for 1929 is 25 millions life insurance in force. Men interested in representing the company are invited to communicate with E. J. Cotter, Agency Director.

**THE PEOPLES LIFE INSURANCE
COMPANY • ILLINOIS.
CHICAGO, ILLINOIS.**

**Seymour Stedman • President.
G.L. Lutterloh • • Secretary**



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ALTHOUGH it has expanded consistently and has enjoyed a remarkable growth, the Illinois Life has never looked upon volume as the most important factor in its development.

☞ Since the inception of the company the officers and directors of the Illinois Life have held to a conservative policy of business administration and have avoided the dangers of mushroom growth.

☞ As a result of their acumen the Illinois Life today holds an enviable position among the leading life companies, and is recognized as "the dean of Illinois legal reserve life insurance companies."

☞ The Illinois Life now operates in eight states and is slowly but surely widening its field of operation in accordance with its successful policy of conservative growth.

Illinois Life Insurance Co.

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EVERY Aetna representative can plan his future with confidence. ☞ Possessed of a business that is all his own, backed by a service that is outstanding in its helpfulness, he can count on a steadily increasing income year after year. ☞ No one can take it away. ☞ No one but himself can say how large it will be. ☞ If his wants multiply with the years, he has but to press a little harder on his business accelerator and he is soon looking *back* to where he *was*.

AETNA LIFE INSURANCE COMPANY *and affiliated companies*

AETNA CASUALTY & SURETY CO. THE STANDARD FIRE INSURANCE CO.
THE AUTOMOBILE INSURANCE COMPANY
of Hartford, Connecticut

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The National Underwriter

LIFE INSURANCE EDITION

Thirty-Third Year No. 4

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JANUARY 25, 1929

\$3.00 Per Year, 15 Cents a Copy

PROPER SALES METHODS EMPHASIZED AT BILOXI

Minnesota Mutual Life Has Intensive Training Course for Agents at Convention

OUTLINE WORKING PLANS

One Day Given to Condensed Plans of Life Insurance Sales Research Bureau

Selling methods rather than selling arguments were the feature of the intensive training course put on by the Minnesota Mutual Life during the four days of its agency convention held in Biloxi, Miss., last week. Two days were devoted to the field men and the last two days to the general agents on methods of training field men.

The course for field men was conducted by Harold J. Cummings, superintendent of agencies. On the first day of the general agents' session H. G. Kenagy of the Life Insurance Sales Research Bureau was the speaker at both morning and afternoon sessions. The morning of the fourth day was largely devoted to an explanation of the company's chart for general agents on: 1, When and How to Secure Men, 2, Training Your Man, 3, Securing Production-Conservation, and 4, Financing Agents. This session was conducted by Vice-President O. J. Lacy. The last session was rather short and devoted to a summing up of the work, with a closing talk by Chairman E. W. Randall.

Randall Notes Growth

Mr. Randall also opened the convention. He recalled that at the first convention there were only four agents present, that being all that qualified. At the second convention there were eight. At this convention there were 115, all qualified by writing \$4,000 in new premiums within 15 months, or at the rate of \$3,000 in new premiums per year. He said the company now has as much in assets as it had in insurance in force 20 years ago, when he became president. He said there are about 300 life insurance companies in this country and that the Minnesota Mutual ranks among the first 20 percent.

Mr. Randall was followed by T. A. Phillips, recently advanced to the presidency, who was given a great ovation, as was Mr. Randall. The officers of the Minnesota Mutual have always been close to the field force. During the convention it was announced that December, which has always been Randall month, hereafter will be known as Phillips month, but the Randall Club, membership in which is somewhat difficult to earn and maintain, will always keep its present name.

Spontaneous Tribute to Phillips

On Monday night there was a dinner for the convention delegates and guests

METROPOLITAN MANAGERS OPEN SESSIONS JAN. 30

VETERANS TO MEET EARLIER

Expect 1,000 to Attend Annual Convention in New York—Banquet Scheduled for Saturday

NEW YORK, Jan. 24.—The Metropolitan Life's annual managers' convention will begin Wednesday instead of Thursday as has been the custom heretofore. Over 1,000 managers, assistant managers and many leading agents of the company will be present when the first session opens the afternoon of Jan. 30. This group will represent the entire managerial staff in the United States and Canada.

Both Thursday and Friday will be given over to these business sessions, beginning at 9:30 in the morning and lasting until 2 p. m. On Friday evening the entire delegation will be guests of the company at a theater party.

On Saturday, managers of the many territories will go into conference with the respective representatives in each territory, 10 in number.

The convention will close with the regular annual banquet. Many notables will attend this affair, as will President Haley Fiske and other officers of the company.

On Wednesday the Veterans' Association, which is comprised of managers and employees with 20 years of service, will meet in a business session and conclude with a banquet.

and on Tuesday night a dinner to the Randall Club. The big entertainment feature of the convention, however, was an impromptu dinner Wednesday evening in honor of President Phillips. Nothing had been scheduled for that evening, but as the guests were all in the same hotel and practically had possession of the dining room, the tables were put together with a platform at one end. When Mr. and Mrs. Phillips entered the dining room they marched through a lane of cheering admirers and under a rain of confetti were conducted to the throne where they dined in state. Nothing more had been planned in advance but A. O. Bauman of Portland stepped forward as cheer leader and began to draft talent right and left. Songs, readings and funny stories were given by guests whose abilities were tipped off to Mr. Bauman by their neighbors. After the dinner had been served a space was cleared by the guests themselves for dancing and the gayest, friendliest event of the convention testified to the affection in which the new president is held.

A boat ride Tuesday afternoon twelve miles out into the Gulf of Mexico to the Isle of Caprice was somewhat marred by rain, but otherwise the weather was balmy, even too warm on the last day. Daily the newspapers recorded blizzards and low temperatures in the north.

Hard Work at Sessions

The business sessions were hard driven by O. J. Lacy, vice-president, who

(CONTINUED ON PAGE 29)

NATIONAL ASSOCIATION SUB-MEETING SCHEDULED

MARCH 29-30 DATE CHOSEN

Semi-Annual Session of Trustees, Executives, Will Be Held in Chicago

The mid-year meeting of the National Association of Life Underwriters is scheduled for Saturday March 29-30, according to Roger B. Hull, managing director. This meeting will be held in Chicago, the trustees meeting on March 29 and the executive committee March 30.

Julian S. Myrick, chairman of the executive committee of the association, has offered to present \$100 in gold to the winner of the contest for securing a new slogan or motto for association use.

At the Memphis convention in 1927, by formal action of the executive committee the old slogan, "The Greatest Thing in the World," was abolished.

New Emblem Also Sought

The present contest will also include a search for a new emblem to replace the anchor, but it is clearly understood that, so far as the emblem is concerned, the search is entirely tentative, and that nothing will be adopted or agreed upon until it has been submitted to the executive committee.

Contestants are urged to submit their suggestions to the national office at the earliest possible date. There will be no formal requisites in the competition. If contestants submit suggestions for a new emblem, it will probably be wise for them to accompany such suggestions with drawings, so that the effect can be judged. This is not, however, compulsory.

The prizes will be awarded as follows: \$50 to the person making the winning suggestion and \$50 to the association to which such member belongs. The judges for the competition will be: Paul F. Clark, president of the National association; Claris Adams, secretary and general counsel of the American Life Convention, and Frank L. Jones, vice-president of the Equitable Life of New York. Results will perhaps be announced in Washington next fall. The Washington program probably will be worked out, at least tentatively, in the Chicago meeting.

Cremen General Chairman

John F. Cremen, general agent of the Massachusetts Mutual Life, Washington, D. C., has been appointed general chairman of the annual convention of the association, which will meet in Washington Sept. 25-27.

Mr. Hull expressed his opinion that this convention will make history for the national body. President Paul Clark and he have been doing much toward making that end possible. Both men addressed the District of Columbia association last Thursday evening.

E. S. Brashears of Washington, general agent for the Union Central and third vice-president of the National association, has been made chairman of the national convention, acting as liaison officer, linking up the local body with the national organization.

TRUSTS AID SALE OF BUSINESS INSURANCE

John A. Reynolds Addresses Indiana Insurance Day Gathering at Indianapolis

NEW POINTS PRESENTED

Dissipation Statement Untrue—Trust Companies Aid in Dissolution of Partnerships When Insurance is Carried

INDIANAPOLIS, Jan. 24.—John A. Reynolds, vice-president of the Union Trust Company of Detroit, spoke at Indiana Insurance Day on Tuesday. Mr. Reynolds supervises the activities of his organization in regard to insurance trusts and he addressed the annual gathering of insurance men on that subject.



JOHN A. REYNOLDS

He concluded a short review of the history of life insurance in his introduction by saying: "Life insurance is just in its infancy. The possibilities for its future are beyond conception."

Mr. Reynolds then told of the vast sum of life insurance which is being written annually and how if the companies continue to write business in the future at the same annual increase rate that it won't be long until the life insurance in force equals the nation's wealth.

Judgment Will Be Exhibited

Some day all this vast sum will have to be paid and it is then that the judgment of the modern insurance men will be exhibited before the world. "If they have arranged these contracts in such a way that these funds will be paid in a lump sum upon death," said Mr. Reynolds, "then the possibility of rash investment and waste is so great it stag-

(CONTINUED ON PAGE 15)

PACIFIC MUTUAL ACTS ON NON-CANCELLABLE

PREMIUM RATES ADVANCED

Increase Will Average About 20 Percent
—Company Has Ten Years Ex-
perience on Class

Effective Feb. 1, the Pacific Mutual Life announces that the rates on non-cancellable health and accident policies will be increased on the average about 20 percent. Companies writing this class have increased their rates from time to time and some have practically discontinued writing it. It is still in a pioneer stage, but the Pacific Mutual Life now has about 10 years' experience to draw upon. The Pacific Mutual will adopt a new classification manual on the same date but it does not make any material difference in the noncancellable classification. The limit is now \$500 monthly income with \$15,000 principal sum. Men 20 years or older, earning \$150 a month but not more than \$200, are limited to \$100 monthly income.

Class DD Occupations

The annual premiums by ages are given for classes A, B, C, D and DD. Class DD includes chiropractors, chiropodists, dentists, embalmers, oculists, osteopaths, physicians, surgeons, undertakers, ex-ray specialists, violet ray specialists, radium specialists, and so on. Those using various light rays and radium are limited to the three months' elimination policy.

Rates are given for each \$100 monthly income. The rates for each \$1,000 principal sum are \$2 for Classes A & B, \$3 for C & D and \$3.50 for DD. The premium for the hospital supplement for each \$100 monthly indemnity for all classes is: Three months' elimination, \$5; two months, \$4.50; one month, \$4.

Rates Are Given

The rates for the regular \$100 monthly income are:

| Age | Classes A and B Elimination Per. | | | Classes C and D Elimination Per. | | |
|---------|-------------------------------------|-------|-------|-------------------------------------|-------|-------|
| | Mos. | Mos. | Mos. | Mos. | Mos. | Mos. |
| 20..... | 27.00 | 34.00 | 48.50 | 29.50 | 37.00 | 53.00 |
| 21..... | 27.50 | 34.50 | 49.00 | 30.00 | 38.00 | 53.50 |
| 22..... | 28.00 | 35.00 | 49.50 | 30.50 | 38.50 | 54.00 |
| 23..... | 28.50 | 35.50 | 50.00 | 31.00 | 39.00 | 55.00 |
| 24..... | 29.00 | 36.00 | 51.00 | 32.00 | 40.00 | 56.00 |
| 25..... | 29.50 | 37.00 | 52.00 | 32.50 | 41.00 | 57.00 |
| 26..... | 30.50 | 37.50 | 52.50 | 33.50 | 41.50 | 57.50 |
| 27..... | 31.00 | 38.00 | 53.00 | 34.00 | 42.00 | 58.50 |
| 28..... | 31.50 | 39.00 | 54.00 | 35.00 | 43.00 | 59.50 |
| 29..... | 32.00 | 40.00 | 55.00 | 35.50 | 44.00 | 60.00 |
| 30..... | 33.00 | 40.50 | 55.50 | 36.00 | 44.50 | 60.50 |
| 31..... | 33.50 | 41.50 | 56.00 | 37.00 | 45.00 | 61.50 |
| 32..... | 34.50 | 42.00 | 56.50 | 37.50 | 46.00 | 62.50 |
| 33..... | 35.00 | 42.50 | 57.50 | 38.50 | 46.50 | 63.50 |
| 34..... | 36.00 | 43.50 | 58.50 | 39.50 | 47.50 | 64.50 |
| 35..... | 36.50 | 44.00 | 59.00 | 40.50 | 48.50 | 65.00 |
| 36..... | 37.50 | 45.00 | 60.00 | 41.00 | 49.50 | 66.00 |
| 37..... | 38.00 | 45.50 | 61.00 | 42.00 | 50.50 | 67.00 |
| 38..... | 39.00 | 46.50 | 61.50 | 43.00 | 51.50 | 68.00 |
| 39..... | 40.00 | 47.50 | 62.50 | 44.00 | 52.50 | 69.00 |
| 40..... | 40.50 | 48.00 | 63.50 | 44.50 | 53.50 | 70.00 |
| 41..... | 41.50 | 49.50 | 64.50 | 45.50 | 54.50 | 71.00 |
| 42..... | 42.50 | 50.50 | 66.00 | 46.50 | 55.50 | 72.50 |
| 43..... | 43.50 | 51.50 | 67.00 | 47.50 | 56.50 | 74.00 |
| 44..... | 44.00 | 52.50 | 68.00 | 48.50 | 57.50 | 75.00 |
| 45..... | 45.00 | 53.50 | 69.00 | 49.50 | 58.50 | 76.50 |
| 46..... | 46.50 | 54.50 | 70.50 | 51.00 | 60.00 | 78.00 |
| 47..... | 47.50 | 55.50 | 72.00 | 52.00 | 61.00 | 79.50 |
| 48..... | 48.50 | 57.00 | 73.50 | 53.50 | 62.50 | 81.00 |
| 49..... | 49.50 | 58.00 | 75.00 | 54.50 | 64.00 | 82.50 |
| 50..... | 51.00 | 59.50 | 77.00 | 56.00 | 65.50 | 84.50 |
| 51..... | 52.00 | 61.00 | 78.50 | 57.50 | 67.00 | 86.50 |
| 52..... | 53.50 | 62.50 | 80.50 | 59.00 | 69.00 | 88.50 |
| 53..... | 55.00 | 64.00 | 82.00 | 60.50 | 70.50 | 90.50 |
| 54..... | 56.50 | 66.00 | 84.00 | 62.50 | 72.50 | 92.50 |
| 55..... | 58.50 | 67.50 | 86.00 | 64.00 | 74.50 | 95.00 |

Class DD

| Age | 3 Mos. | | | Age | 3 Mos. | | |
|-----|--------|-------|-------|-----|--------|-------|--------|
| | 1 Mo. | 2 Mo. | 3 Mo. | | 1 Mo. | 2 Mo. | 3 Mo. |
| 20 | 33.50 | 43.00 | 60.00 | 38 | 49.00 | 58.00 | 77.00 |
| 21 | 34.50 | 44.00 | 60.50 | 39 | 50.00 | 59.50 | 78.50 |
| 22 | 35.00 | 44.50 | 61.50 | 40 | 51.00 | 60.50 | 79.50 |
| 23 | 35.50 | 45.00 | 62.50 | 41 | 52.00 | 62.00 | 81.00 |
| 24 | 36.50 | 45.50 | 63.50 | 42 | 53.00 | 63.00 | 82.50 |
| 25 | 37.00 | 46.50 | 64.50 | 43 | 54.00 | 64.00 | 84.00 |
| 26 | 38.00 | 47.00 | 65.00 | 44 | 55.50 | 65.50 | 85.50 |
| 27 | 39.00 | 48.00 | 66.00 | 45 | 56.50 | 66.50 | 87.00 |
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| 31 | 42.00 | 51.50 | 70.50 | 49 | 62.50 | 72.00 | 94.00 |
| 32 | 43.00 | 52.50 | 71.00 | 50 | 64.50 | 74.50 | 96.00 |
| 33 | 44.00 | 53.50 | 72.00 | 51 | 65.50 | 76.00 | 98.00 |
| 34 | 45.00 | 54.50 | 73.00 | 52 | 67.00 | 78.50 | 100.50 |
| 35 | 46.00 | 55.00 | 74.00 | 53 | 69.00 | 80.50 | 102.50 |
| 36 | 47.00 | 56.00 | 75.00 | 54 | 71.00 | 82.50 | 105.50 |
| 37 | 48.00 | 57.00 | 76.00 | 55 | 73.00 | 84.50 | 108.00 |

LOW, MANNING ADDRESS JOHN J. GORDON AGENTS

DINNER MEETING IS HELD

Chicago Office of Home Life of New
York Makes Good Production
Record in 1928

Ethelbert Ide Low, president of the Home Life of New York; H. W. Manning, superintendent of agents, and about 40 agents and brokers were guests of John J. Gordon, Chicago manager of the company, at a dinner meeting late last week at which President Low and Mr. Manning spoke. The year 1928 was marked by banner production for the company and for the Gordon office, Mr. Gordon as manager and George R. McLeran as general agent producing about \$118,000 of premiums. Mr. Gordon's total was \$99,000.

Mr. Gordon introduced Mr. Manning as the first speaker. Most of the agency superintendent's talk was given over to an exposition of the Home's preferred whole life policy, which he described as "an expression of the Home's conception of what an insurance company should stand for." He said the policy appeals especially to a very high type of risk, the kind that is physically, financially and morally highly acceptable to a company. In 1928 the Home wrote about 58 percent of its new business on the preferred whole life plan, Mr. Manning said. In closing he said that he confidently expects the Chicago agency to assume in 1929 an even more commanding position in the company's agency lineup than it assumed in 1928.

Low Gives Production Figures

Mr. Low, who also spoke briefly, recounted the history of the company since it was founded, in 1860, and then gave figures on production for the last five years, including 1928. The new business increase for the period was 70 percent, of which 20 percent was made in 1928. Premium income increased 41 percent; insurance in force 35 percent; surplus by policyholders, 35 percent. Mr. Low said these figures could have been made larger, but, in the view of the Home Life officers, not consistently with sound practices. He applauded James A. Fulton, agency vice-president, and William J. Cameron, actuary, for their work. He said Mr. Cameron is a "human" actuary, in that he devises policies that are at once actuarially correct and humanly sound.

Fulton's Work Praised

Mr. Fulton, the president said, has made every officer of the company an agency officer, accomplishing this by having various department heads accompany him on field trips, that they might become fully aware of the agency point of view. He said the company's growth in the last few years is the result of but one thing—hard, consistent agency work.

In a few words Mr. Low gave a picture of the investment work of the company and the personnel of the financial committee, which is a body of competent, prominent financiers and mercantile men.

Million Chosen President

At the annual meeting of the Indiana Association of Life Underwriters at Indianapolis this week, Paul Simpson, general agent of the Aetna Life, presided, he being president. B. A. Million, general agent of the Northwestern Mutual of Evansville, was elected as the new president. John DeHaven, manager of the Equitable Life of New York in South Bend, was chosen vice-president and Mansur B. Oakes of the Insurance Research & Review Service at Indianapolis as secretary.

F. JEAN LITTLE SPEAKS ON BUSINESS INSURANCE

ADDRESSES ASSOCIATION MEET

Chicago Underwriters Hear Detroit
Massachusetts Mutual Life
Representative

"Business insurance serves three main purposes—it provides for the transfer of stock, it serves as a fund with which to take up the stock holdings of the chief executive of a business after his death and it serves as a credit basis," said F. Jean Little, who represents the Massachusetts Mutual Life in Detroit, in his address before the monthly meeting of the Chicago Association of Life Underwriters last Friday. Mr. Little substituted for John W. Yates, Detroit general agent of the Massachusetts Mutual, who because of illness was unable to fill his engagement as an association meeting speaker. Mr. Little's lucid, concise analysis of what business insurance is and how best it may be sold was one of the best addresses the association has heard in some months.

Is Licensed Counselor

Mr. Little is a million dollar producer and is one of a small group of Michigan agents licensed as life insurance counselors. This title means something in the state, as its bearer must pass a rigid examination before he may represent himself as a life counselor. Mr. Little has made a specialty of selling stock retirement insurance, one of his large recent deals being through William Ford with Henry for transferring Henry Ford's stock in the event of his predeceasing the other officers of the Ford Motor Company.

"In all business insurance conferences," Mr. Little said, "I try to stress as well the family protection element as the purely business element. I am interested in stock transfer insurance primarily because of the family protection element in it." He explained that by this he means that in the large majority of cases the family of a deceased business man is better cared for through insurance funds left in trust than through possession of a block of stock, uncertain income from it, and worry attaching to its possession.

Explains Technique

Regarding the sale of business insurance the speaker said: "The proper man to see first in many business insurance cases is not the president of the corporation or the senior partner of a firm, but the junior partner or, in a corporation, the vice-president, secretary, treasurer or some other officer below the president. The reason for this is that, from the pure protection angle, the interest of the lesser officers is greater than the interest of the president. The men lower down have given of their best to the upbuilding of the business and stand to lose the most in the event of lack of business protection at the time of the senior officer's death."

"In selling this kind of insurance I have come to use fewer figures and more word pictures, fewer 'propositions' and more illustrations of what may happen if proper protection is not carried."

Mr. Little urged that the seller of business insurance call on his prospects in the company of a trust expert, in order that the details of trusting the proceeds of business insurance policies may be fully explained. Then, if the case is closed, the buyer has full assurance that, if he has bought in sufficient amount, his wife and children will be provided with an ample monthly income.

American Central Capital

The American Central Life declared a 100 percent stock dividend in December and last year paid the usual 12 percent cash dividend. The capital is now \$2,074,000.

OFFERS NON-MEDICAL UP TO \$10,000 LIMIT

CONNECTICUT GENERAL'S PLAN

Will Consider Another Application for
\$10,000 After Two Years—Bulkley
Gives Reasons

HARTFORD, Jan. 24.—At a conference of general agents and managers of the Connecticut General Life at the home office, announcement was made of an extension of the company's non-medical program. After favorable experience with non-medical insurance issued under group and salary savings insurance plans and to policyholders recently examined, the company now offers non-medical insurance to the general public up to age 45 in amounts to \$10,000. Another application for \$10,000 may be considered after a lapse of two years. Applications will be received only from experienced agents especially licensed for the privilege.

Bulkley Explains Program

Speaking of the new program, Vice-president Bulkley said that certain factors in production cost had probably not received the same attention from insurance companies that they had received in manufacturing and other lines of business. Questions of lessening the insurance turnover, costs of collecting small premium units and where profit ceases and loss begins, all must be solved if insurance companies are going to keep pace with their competition in other lines. Non-medical insurance is one effort toward greater distribution and lessened cost.

After reviewing the development of non-medical insurance in Canada and this country and outlining the company's experience under group and salary savings policies and with old policyholders, he said:

Results Entirely Satisfactory

"The question of selection has been largely eliminated in all of the various non-medical plans we have used, and the results we believe to have been entirely satisfactory, although the time and amounts have been too limited as yet to warrant a careful investigation. The more we have studied the whole question of costs, however, the more we became convinced that the small units of collection present a more serious problem than was generally recognized, and unless these were controlled they would carry a loss rather than a profit both to company and agent. The non-medical, therefore, if confined to offers of \$1,000 or \$2,000, did not seem to us desirable. So we waited until there was evidence that it could be offered in substantial amounts without undue danger of selection against the company."

Establishes New Division

The National Life & Accident announces the creation of a new division in the western territory, to be known as the "River Division." It will include 15 districts in Louisiana and Texas. Supervisor Arch Venable, formerly in charge of the Gulf division, has been transferred to the new division as supervisor in charge.

Superintendent I. E. Smith of Waco, Tex., has been promoted to supervisor of the Gulf Division, which includes 11 districts in Arkansas, Louisiana and Texas, to succeed Mr. Venable. Supervisor C. E. Massingill remains in charge of the Plains Division, which is composed of 16 districts in Arkansas, California, Kansas, Missouri and Oklahoma.

New Connecticut Mutual Director

Philip B. Stanley, vice-president of the Stanley Works of New Britain, Conn., has been elected a director of the Connecticut Mutual Life, succeeding Meigs H. Whaples.

SEVERE STRICTURES ON CHICAGO COMPANY

Illinois Department Finds Appalling Condition in the Cosmopolitan Life

COMPANY IS NOW SOLD

Declares That Assets Were Dissipated and Stolen Securities Were Found in Its Possession

The Illinois department has presented its report on the Cosmopolitan Life of Chicago. Following the examination the business was sold to the Interstate Life, a new legal reserve company in Chicago. The Cosmopolitan Life received severe strictures at the hands of the examiners. It started in business Oct. 21, 1926, with capital of \$100,000 and surplus \$60,000. The stock, par value \$25, was sold at \$50 a share. There was deducted 20 percent for promotion. As of Sept. 30 last, the total income was \$5,730, disbursements \$22,258, assets \$131,906, capital \$100,000, net surplus \$5,391. It had insurance in force Sept. 30, \$2,373,500. All the business was on the yearly renewable term plan.

Took Over Assessment Company

The Cosmopolitan Life took over the Guaranteed Equity Life, an assessment company, under the same management as the Cosmopolitan. The examiners state that on opening the company's safe deposit box, it was found that the remaining bonds other than those deposited at Springfield were not there. Certain securities were found in their place but there was no record in the company's office of any transaction showing sale or disposition of the bonds. Secretary D. E. Webster stated that an exchange was effected last April with E. J. Sweeney. In examining the securities it was noted that past due coupons were attached to most of them.

Find Securities Were Stolen

The secretary was instructed to deposit these for collection and after it was done it was reported that the coupons had been repudiated, and that all of this group of substituted bonds were stolen property. Sweeney's arrest was made Oct. 20 at Long Beach, Ind. All the substituted bonds were removed from the company's vaults and placed in the custody of the Chicago Trust Company. The bonds have been treated as nonadmitted assets.

The report shows that since organization, the company's surplus has dwindled from \$60,000 and its operations during this period have been almost negligible. It was found that since April 23, no meeting of the directors had been held. The report says that such acts of the officers since that time, as they were subject to the approval of the board, were unauthorized.

Severe Criticism Is Made

The examiner in concluding the report said, "Any discussion of the company's affairs at this time would involve severe criticism of its officers for mismanagement, and of its directors for negligence, each resulting in the rapid dissipation of its assets. It is fortunate that so large a portion of the company's securities were on deposit with the department at Springfield, as its entire surplus might probably have been involved in the Sweeney operations. It is also fortunate that its insurance in force was limited in amount and class so that the security of the protection of a large number of dependents is not jeopardized. No reflection is intended here upon the character or personal integrity of the directors nor of their motives, but your examiners believe that the existing situation of the Cosmopolitan Life demands thorough consideration by your department of any plans for its future which involve its continuation under the present management."

AETNA LIFE STARTS ON NEW BUILDING

WILL HOUSE ENTIRE GROUP

Home Office Structure Will Be Erected on Its Site at Farmington and Sigourney

The Aetna Life has now started on construction of a new home office building to house its various activities. It purchased some time ago a plot of ground at Farmington avenue and Sigourney street, Hartford. The building plans have been drafted by James Gamble Rogers, a New York architect. The final plans have been approved by the directors. There will be a modern unit type building of six stories surmounted by a cupola. It will have base dimensions of 650 feet by 262 feet and will be 243 feet in height. There will be 75 foot wings from the second to the fifth story and 60 foot wings thereafter. The building will be of steel and concrete with exterior facing of red handmade brick and white stone trimmed and base of brown stone. The architectural treatment is the New England colonial style. Plans now call for the completion of the building so that it can be occupied Jan. 1, 1931.

It will house the four companies in the Aetna Life group, Aetna Life, Aetna Casualty & Surety, Automobile and Standard Fire of Hartford. They now have their offices in eight different locations in the downtown district of Hartford.

Townsdin Elected Vice-President

Earl K. Townsdin was elected vice-president and superintendent of agencies of the Union National Life of Kansas City, Mo., at the annual meeting and election of officers. Frank W. McAllister, general counsel of the Kansas City Life, was elected a director.

In its first full year of operation the Union National Life wrote \$1,454,000 of life insurance, increasing its insurance in force \$1,234,000. Chester I. Dale is president of the company.

tion is intended here upon the character or personal integrity of the directors nor of their motives, but your examiners believe that the existing situation of the Cosmopolitan Life demands thorough consideration by your department of any plans for its future which involve its continuation under the present management."

LEO H. LOWE HEAD OF ILLINOIS DEPARTMENT

H. U. BAILEY HAS RESIGNED

New Incumbent Formerly Was Publisher—Is Active in Business Circles

Hugh U. Bailey, director of trade and commerce of Illinois, has tendered his resignation. Mr. Bailey is publisher of a county paper at Princeton, Ill. During the time he has been director, he has given his primary attention to the insurance department and has participated in the Insurance Commissioners' Convention deliberations. Mr. Bailey had a number of problems coming before him during his administration. He was present at some of the insurance meetings aside from those of the commissioners and thus came in contact with insurance men rather frequently.

Governor Emmerson has appointed Leo H. Lowe of Kewanee as director of trade and commerce. Mr. Lowe was formerly publisher of the Kewanee "Star-Courier." He is a business man, very active in his community and recognized for his efficiency. Doubtless Mr. Lowe will have considerable to say as to what disposition shall be made of the position of insurance superintendent. George Huskinson is the present incumbent and has been connected with the insurance department for many years.

Complete Prudential Examination

The New Jersey department has completed its triennial report of the Prudential, the first of its kind since the department was reorganized. It took eight months to make the examination, which was done by a staff of more than 30 from the department under the supervision of William B. Wiegand, chief examiner of insurance companies. The report presents a thorough analysis of the financial condition of the company as of Dec. 31, 1927.

State Mutual Convention

The annual agency convention of the State Mutual Life will be held at South Poland, Me., the latter part of June. June 25 will be devoted to a meeting of the General Agents Association. The joint convention of agents and general agents will be June 26-27. George F. Robbent of Boston is president of the General Agents Association and Bruce Sweet of Buffalo is president of the Agency Club.

INDIANA INSURANCE DAY CELEBRATED

Elbert Storer Is Chosen President of the State Federation

BAWDEN MADE CHAIRMAN

Program Was Full of Keen Interest to the Agents Who Attended the Sessions

BY HOWARD J. BURRIDGE

INDIANAPOLIS, IND., Jan. 24.—Hoosiers from every part of Indiana flocked to Indianapolis on Monday and Tuesday of this week to attend the sixth annual Indiana Insurance Day. The affair was well attended, efficiently handled, and in every respect a success. Elbert Storer of the Bankers Life of Iowa, this year's general chairman, was elected president of the Indiana Insurance Federation at its business meeting, which was held in conjunction with Indiana Insurance Day. James A. Bawden of Indianapolis was elected general chairman for 1930. He is Indiana state agent of the American Fire of Newark. Mr. Storer was complimented on every hand for the business-like manner in which every feature of the convention was conducted.

Business Sessions One Day

This year the business sessions were confined to one day. There was the usual get-together dance on Monday night. Tuesday morning there were separate sessions, one for life and another for fire and casualty men. The life session was presided over by Richard Habbe, president of the Indianapolis Association of Life Underwriters. The speakers were E. Jean Little, associate manager of the Massachusetts Mutual Life at Detroit, who spoke on "Income Insurance;" Nathaniel H. Seefurth, president of the National Service Publications, who discussed "Business Life Insurance;" and Lester O. Schriver, general agent of the Aetna Life at Peoria.

Fire and Casualty Session

While the life session was in progress there was a separate gathering of fire and casualty men presided over by James A. Bawden, who served this year

MEN IN CHARGE OF INDIANA INSURANCE DAY



HOWE S. LANDERS
Retiring Federation President



ELBERT STORER
New Federation President



JAMES A. BAWDEN
New General Chairman

as chairman of the speakers committee. Those who gave addresses at this session were Hale Anderson, vice-president of the Fidelity & Casualty, who discussed "Bonding Business;" Milton H. Grannatt, western manager of the Liverpool & London & Globe, who discussed "Special Fire Coverages," and F. P. Stanley, vice-president of the Glen Falls Indemnity, who had as his topic "Selling vs. Peddling."

Home Comers Luncheon

At noon there was the "Home Coming" luncheon with Howe S. Landers, president of the Insurance Federation of Indiana, as chairman. L. Ert Slack, mayor of Indianapolis, extended a welcome to the "Home Comers," a response to which was made by Charles N. Gorham, western manager of American Fire of Newark. Frank M. Chandler of the Employers Liability at Chicago, and "Father of Indiana Insurance Day," presented the "Chandler Trophy" to Clinton D. Lasher, Indiana state agent of the Home, of New York, who was selected by the trophy committee as the one who has done the most good for the insurance business in Indiana during the past year.

The business session of the Indiana Insurance Federation was held immediately following the luncheon, and at the afternoon session, attended by all

classes of insurance men, the speakers were John A. Reynolds, vice-president of the Union Trust Company of Detroit, who discussed "When Both Sides Meet," and Clyde B. Smith of Lansing, Mich., chairman of the executive committee of the National Association of Insurance Agents, who gave a talk on "Organization."

Homer H. McKee, president of the Detroit Fidelity & Surety, was the toastmaster at the annual banquet in the evening. John N. Vandervries of Chicago, manager of the northern central division Chamber of Commerce of the United States; Clarence C. Wysong, insurance commissioner of Indiana, and C. Francis Jenkins of Washington D. C., the inventor and radio television pioneer, were the speakers.

Officers Elected

Officers elected were:

President—Elbert Storer, Indianapolis, agency manager Bankers Life of Iowa. First Vice-President and Chairman Indiana Insurance Day—James A. Bawden, Indianapolis, state agent American Fire of New Jersey.

Vice-Presidents—Ross E. Coffin, Indianapolis, manager insurance department City Trust Company; J. J. Fitzgerald, Indianapolis, secretary-treasurer Grain Dealers National Mutual; Earle P. Gooden, Lawrenceburg, local agent; R. C. Griswold, Indianapolis, manager Aetna

Casualty & Surety; E. F. Johnston, South Bend, of Mack & Johnston, general agents Northwestern Mutual Life; Fred Robertson, Indianapolis, manager Fidelity & Deposit.

Treasurer—C. Curtis Duck, Indianapolis, manager Insurance Department Spann Company.

Secretary—Joseph G. Wood, Indianapolis, attorney.

Directors

Life—R. T. Byers, Indianapolis, vice-president American Central Life; Ralph L. Colby, Indianapolis, general agent Franklin Life; Fred M. Dickerman, Indianapolis, manager Guardian Life; D. B. Ninde, Fort Wayne, vice-president and counsel, Lincoln National Life; William H. Tennyson, Indianapolis, general agent Mutual Benefit Life; Arthur Sullivan, Indianapolis, life and accident manager Travelers; A. E. Werkhoff, Lafayette, president Lafayette Life.

Attorneys—C. F. Merrell, Indianapolis, Slaymaker, Turner, Merrell, Adams & Locke; Charles B. Welliver, Indianapolis; Burrell Wright, Indianapolis.

Fraternity—John C. Snyder, supreme chief Supreme Tribe of Ben Hur, Crawfordville; John D. Volz, Indianapolis, Modern Woodmen of America.

Insurance Commissioner—C. C. Wysong, insurance commissioner of Indiana.

NEW OFFICERS ARE CHOSEN

**Cosmopolitan Life of Chicago, Replacing
Older Company of Same Name,
Headed by E. H. Burke**

The Chicago life company that is the combination of the Interstate Life and the Cosmopolitan Life through purchase of the latter by the former, will operate under the name of the Cosmopolitan Life. All former officers of the Cosmopolitan have resigned. The new officers are:

Chairman of the board, Major George W. Jones; president, E. H. Burke; vice-president and treasurer, Zopher L. Jensen; vice-president and manager of agencies, E. J. Jensen; vice-president and counsel, F. W. Pringle; secretary-actuary, J. M. Surdam; medical director, Dr. G. H. Mammen. These with the following are the directors: C. F. Summy, Charles S. Jensen, Dr. C. S. Van Surdam, Don C. Wray, R. C. Griffin, R. C. Bennett, A. E. Warmington and E. L. Holeman.

By the deal the old Cosmopolitan, excepting such of its business as the new organization will salvage, goes out of existence.

NEW FEDERAL ACT ALLOWS INTERPLEADER

NEW YORK, Jan. 24.—The new federal insurance interpleader act was successfully invoked by the Aetna Life in a case involving a contest between the beneficiaries of a policyholder and the assignee who had taken an absolute assignment of the policy as collateral. The right of interpleader is the right of a defendant who admits a debt but does not know to whom to pay it, to pay the money into court, summon the claimants and let them fight it over without expense to the defendant. The Aetna Life admitted its liability on the policy, but did not want to pay twice nor to defend two suits, one brought by the assignee and one by the administrator. Owing to the technicalities of federal jurisdiction it has been difficult for companies to get interpleader cases into the United States courts, while in the state courts it is often impossible to get jurisdiction of the proper parties. The new federal insurance interpleader act of 1926 adds to the jurisdiction of federal courts by providing they shall have jurisdiction of suits in equity begun by bills of interpleader and averring that two or more adverse claimants, citizens of different states, are claiming to be entitled to the insurance. The case was that of Aetna Life vs. George A. Mitchell, Alfred Mason, et al., in the United States district court of New Jersey.

BANKERS LIFE TRANSFER OF POLICIES IS UPHELD

ASSESSMENT CLASS GAINER

**Iowa Supreme Court Holds Transformation
to Legal Reserve Basis
Works no Injustice**

DES MOINES, Jan. 24.—The Iowa supreme court put its approval upon the Bankers Life's transformation of assessment policies to legal reserve business in an opinion handed down Wednesday, sustaining a decision to that effect in the lower court.

The opinion was based upon three points which upheld the legality of the change. The right of the company to increase the rates on its old assessment policies and to segregate that class of policies so that assessment policyholders will in the future bear their own losses.

The opinion declared that instead of the assessment certificate holders being deprived of their rights by the change they had in reality benefited through the transformation.

The opinion found that funds of the assessment certificate holders had been properly handled by the management of the company.

ILLINOIS AND MICHIGAN PRIZE CONTEST AWARDS

In the gold prize contest for Illinois and Michigan of the Guaranty Life on business written and paid for between July 1 and Dec. 31, 1928, \$1,206,000 of business was paid for and prizes were won as follows: W. A. Carlin, assistant supervisor of the Rock Island district, capital prize, \$100; C. T. Seefeldt, supervisor Rock Island district, first supervisor's prize, \$75; Peter C. Malaney, supervisor Jackson district, second supervisor's prize, \$50; H. S. Gaskill, supervisor Hastings district, third supervisor's prize, \$35; J. L. Campbell, supervisor Hastings district, fourth supervisor's prize, \$25.

Charles Malaney, assistant supervisor of the Jackson district, won first assistant's prize of \$50. S. J. Gilbert of Detroit district, won first agent's prize of \$35. Ben B. Bowman of Jackson won second agent's prize, \$25.

Prizes were distributed by State Supervisor J. E. Walker, at a very enthusiastic meeting held at Jackson, Mich. It was announced at this meeting that the state office for Illinois and Michigan would be moved to Lansing, Mich., Feb. 1.

Will Increase Old Line Capital

The board of directors of the Old Line Life have passed a resolution providing for an increase of stock from 67,263½ shares par value \$10 each, aggregating \$672,635, to 100,000 shares par value \$10 each, aggregating \$1,000,000. This will likely be paid from the surplus and a stock dividend declared. The stockholders will meet Feb. 21 to vote on the proposition.

Will Enter New States

The Eureka-Maryland Assurance of Baltimore will enter Virginia, Pennsylvania, Ohio and New Jersey this year. The company had a very good year and is now ready to do some expansion work. It writes both industrial and ordinary.

Life Notes

Will H. Murgittroyd of Spokane, president of the Tru-Bu Biscuit Company, has been elected a director of the Montana Life.

Wichita Insurance men are taking an active part in the observance of National Thrift Week this year. George Mauss of the John Hancock Mutual Life was in charge of "Life Insurance Day," and A. R. Brasted of Wheeler, Kelly, Haggy Trust Company had charge of "Safe Investment Day."

WANTED!

General Agents for CHICAGO, CINCINNATI and PITTSBURGH

By a long established and fast growing Legal Reserve Life Insurance Company now having \$100,000,000 of insurance in force and writing all types of life, participating and non-participating.

An outstanding man is wanted for each one of these cities—a man who has a record of successful experience and who can produce the volume of business that we expect from this splendid territory.

Unusual opportunities for men who are big enough for the job.

Write giving full particulars as to past experience. Correspondence will be regarded as confidential. Address:

H-99

**The National Underwriter
Insurance Exchange
Chicago**

ROGER B. HULL GIVES THRIFT TALK ON RADIO

Address Is Life Insurance Message
to Heads of Homes in
America

BENEFITS ARE DETAILED

Protection Funds As Factor in Nation's
Financial Operations Also
Are Analyzed

As a representative of the national thrift committee, Roger B. Hull, managing director of the National Association of Life Underwriters, made a radio address over station WNYC last Saturday at the close of the national thrift campaign in which he said in part:

"We who represent the national thrift committee are intent on spreading the gospel of what it might mean to the millions of families in this country if the true benefits of wisely saving and wisely spending were thoroughly understood by the American people. Life insurance constitutes by far the greater part of what average Americans leave to their dependents. With the exception of the very large estates, three-quarters of the average estate is composed of life insurance proceeds.

"Thus it is that a proper conception of the mission and effectiveness of life insurance presents a picture of homes maintained intact, mortgages cancelled, children educated, the time and energy of millions of mothers conserved for the care of the home, and the perpetuation of at least a part of the incomes of the earners who have been removed by death.

Large Returns Assured

"In achieving these results, what percentage of our national income is thus saved through the medium of life insurance. I think you will be surprised to learn that only a little more than 3 percent of our national income is used in making life insurance deposits. What an extraordinary contrast is thus shown between the relative importance and size of the effect and of the cause.

"The surplus income of the American people is approximately 20 percent of their total earnings. By virtue of this 20 percent surplus we live better in this country. Yet only about one-seventh of the surplus income of the American people is represented by their life insurance deposits.

Insurance Financing Aid

"There is another aspect of life insurance which is important. I refer to it as a potent factor in our national financial stability and prosperity. This vast sum of life insurance money is turned into productive use throughout the nation. Year in and year out, about \$62,000,000 of life insurance owners are depositing money with our life companies. The aggregate of all of these individual savings amounts into the annual total of more than \$2,750,000,000. This fact alone makes life insurance the strongest single instrument of thrift in the life of our nation. This huge fund has all of the good features of a tremendous investment trust.

Assured Is Participant

"Since life insurance funds are most widely and safely diversified, each owner of life insurance owns a share in municipal, county, state, government, school, public utility, railroad and industrial bonds. He owns a share in the first mortgages of the highest grade, and in the basically sound securities of the country. Thus the funds of life

insurance become truly a huge, constantly revolving investment trust, the sums of which supply financial blood to the arteries of our national business.

"Life insurance aids in every one of the movements for happiness in the home. Even the planning necessary to provide the deposits for the premiums is a blessing. The home that finds the money for adequate life insurance budgets its finances, and then it finds not only the money for life insurance but also funds for the other, bigger, things of life."

MARTIN LEADS AETNA FIELD

San Antonio, Tex., Producer Takes
First Place Nationally with
Whirlwind Finish

A driving finish that extended over the final two months of 1928 enabled D. K. Martin of San Antonio to achieve production leadership in the Aetna Life's field organization for the second consecutive year. As a consequence, he automatically succeeds himself as president of the Aetna Life Leaders' Club.

Mr. Martin's way to the top was sharply contested by N. S. Riviere, Pittsburgh's new \$1,000,000 producer, and his victory margin was a scant \$40,000. Mr. Riviere, by producing \$1,022,000 of new paid life insurance in July, skyrocketed from a place of obscurity to the very front rank of "Aetna-izers."

Falls Back in November

He held to his lead through the ensuing three months, with Mr. Martin forging rapidly ahead to become his most dangerous challenger. At the end of October Mr. Riviere was leading his rival by but \$4,000 and shortly after Nov. 1 had slipped into second place, where he remained until the end of the campaign.

Others who vied for top rank right down to the end of the year were: J. S. Maryman, Little Rock; M. C. Thornton, Indianapolis; S. H. Pursell, Reading; H. C. Fisher, Washington; E. G. Schmitt, New Haven; H. G. Feldman, Pittsburgh; G. V. Peak, Jr., Dallas. So close were the rival producers bunched that less than \$400,000 separated Mr. Martin in first place and Mr. Peak in ninth.

Mrs. Mitchell Leads Women

Eighteenth on the list of the year's leaders and well over the \$500,000 mark is Mrs. Ruth B. Mitchell of St. Paul, three years an "Aetna-izer" and the company's leading woman producer.

The records for December, 1928, show W. J. Bell of San Francisco first for the month, producing \$225,000 and lifting himself to 93rd place on the club roster for the year. J. S. Maryman, third for the year, was second in December with \$205,078.

UNION CENTRAL PROMOTES HANSELMAN AND HOMMEYER

The Union Central Life announces the appointment of Wendell F. Hanselman as director of sales promotion and of Paul G. Hommeyer as the new agency secretary. Both of these positions have been newly created.

Mr. Hanselman was formerly a Cincinnati newspaper man, being connected with the Cincinnati "Enquirer" and "Times-Star." He graduated from the University of Michigan in 1923, and joined the Union Central in 1924 as editor of the agency publication. For the past two years he has been directing the advertising and the direct mail promotion of the Union Central.

Mr. Hommeyer, who is the son of Vice-President Charles Hommeyer, graduated from Dartmouth in 1924. He joined the company in January, 1926. Since then he has been the head of the sales research division of the Union Central.

Sun Life Policyholders To Receive Special Bonus

In addition to regular dividends in 1929
of approximately \$17,500,000

Office of the President,

Montreal, January 8, 1929

To Our Policyholders:

We have just completed another wonderful year, with profit earnings never before equalled. Our Directors have therefore inaugurated the principle of allowing a Special Bonus on maturing participating policies. The basis for 1929 may be summarized as follows:

On policies ten years in force, maturing by death or (on 'reserve dividend' policies) by the expiry of the reserve dividend period, a bonus of 10 per cent of the reserve, increasing yearly to 15 per cent on policies in force twenty years or longer; on endowments, at maturity, a bonus of 10 per cent of the face value of policies ten years in force, increasing yearly to 15 percent on policies in force twenty years or longer.

Details will be given in the forthcoming annual report.

This special bonus is in addition to, and independent of, the usual annual profit distribution, the scale for which, for the ninth consecutive year, will again be increased.

We congratulate our members on this happy announcement. It has been made possible only by the large profits earned on the securities selected for the investment of the Company's funds.

As ninety-five per cent of all surplus earned by the participating assurances accrues to our policyholders themselves, they enjoy practical mutuality, combined with the enterprise and stability of stock management. The effect of this combination is evidenced by the results.

T. B. Macaulay,
President.

**SUN LIFE ASSURANCE COMPANY
OF CANADA**

Head Office - Montreal

NYLIC INCENTIVES and AIDS TO SUCCESS

Nylic Friends

- N**ational advertising grows because retail merchants have learned that it is much easier to sell goods that are well known to the public.
- N**ylic Agents do not find it necessary to "introduce" their Company, which now has Two Million Policyholders insured for nearly 7 Billion Dollars.
- S**ince organization, Nylic has paid to living Policyholders and to beneficiaries over 2 Billion 600 Million Dollars. It is now distributing over 50 Millions a year in Dividends.
- T**hrough 84 years of investing, New York Life has been of incalculable service to the nation, to business and to individuals. Today its assets of over 1 Billion 400 Million Dollars are largely used to finance public works, railroads, public utilities, business buildings, homes and farms.

So, wherever the Nylic agent goes, he finds Nylic friends—policyholders, beneficiaries and borrowers—who are grateful to the Company for its service to them.



New Home Office Building on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY

MADISON SQUARE, NEW YORK

DARWIN P. KINGSLEY, President

INSURANCE COMMISSIONERS CONVENTION
APPOINTS ITS STANDING COMMITTEES

THE National Convention of Insurance Commissioners has appointed its standing committees for the year. The executive committee consists of Ray A. Yenter, Iowa, chairman; S. A. Olsness, North Dakota; John E. Sullivan, New Hampshire; R. B. Cousins, Jr., Texas; Don C. Lewis, South Dakota; Clare A. Lee, Oregon; C. D. Livingston, Michigan, and the officers. The committees are as follows:

Accident and Health—Clare A. Lee, chairman, Oregon; John E. Sullivan, New Hampshire; D. C. Neffert, Idaho; W. D. Spencer, Maine; Sam B. King, South Carolina; W. V. Knott, Florida; Garfield W. Brown, Minnesota; Charles B. Anderson, Nebraska; William A. Doody, Ohio.

Actuarial Bureau—J. S. Maloney, chairman, Arkansas; Jess G. Read, Oklahoma; Howard P. Dunham, Connecticut; Jackson Cochrane, Colorado; Ray A. Yenter, Iowa; Carville D. Benson, Maryland; M. H. Taggart, Pennsylvania.

Assets of Insurance Companies—John E. Sullivan, chairman, New Hampshire; George P. Porter, Montana; Sheldon M. Sausley, Kentucky; S. A. Olsness, North Dakota; C. D. Livingston, Michigan; Dan C. Boney, North Carolina; W. D. Spencer, Maine; Lyle E. Jay, Wyoming; W. V. Knott, Florida.

Blanks—H. D. Appleton, chairman, New York; W. A. Robinson, Ohio; A. E. Linnell, Massachusetts; C. B. Coulbourn, Virginia; R. E. Daly, Missouri; Jean M. Legris, Rhode Island; H. G. Brunquell, Wisconsin; J. H. Washburn, Tennessee; Leo J. Treanor, Michigan; T. L. Anderson, Illinois; Donald Harlow, Iowa; Frank B. Dilts, North Carolina; R. C. Hooker, Connecticut.

Codification of Rulings—H. O. Fishback, chairman, Washington; S. A. Olsness, North Dakota; Carville D. Benson, Maryland; James J. Bailey, Louisiana; T. M. Baldwin, District of Columbia; J. S. Maloney, Arkansas; C. D. Livingston, Michigan; Sam T. Mallison, West Virginia.

Credentials—T. M. Baldwin, Jr., chairman, District of Columbia; P. H. Wilbour, Rhode Island; D. C. Neffert, Idaho; George Huskinson, Illinois; Ben Lowery, Mississippi.

Examinations—Joseph Button, chairman, Virginia; Sheldon M. Sausley, Kentucky; Jess G. Read, Oklahoma; John E. Sullivan, New Hampshire; Clare A. Lee, Oregon; Dan C. Boney, North Carolina; H. O. Fishback, Washington; A. S. Caldwell, Tennessee; M. A. Freedy, Wisconsin.

Fraternal Insurance—R. B. Cousins, Jr., chairman, Texas; C. D. Livingston, Michigan; P. H. Wilbour, Rhode Island; Clarence C. Wysong, Indiana; George H. Thigpen, Alabama; Lyle E. Jay, Wyoming; Ben Lowery, Mississippi; William A. Doody, Ohio; C. F. Hobbs, Kansas.

Laws and Legislation—Jess G. Read, chairman, Oklahoma; Howard P. Dunham, Connecticut; Matthew H. Taggart, Pennsylvania; Ben C. Hyde, Missouri; George H. Thigpen, Alabama; Sheldon M. Sausley, Kentucky; Carville D. Benson, Maryland; R. B. Cousins, Jr., Texas; Robert C. Clark, Vermont; A. S. Caldwell, Tennessee; Lyle E. Jay, Wyoming; Merton L. Brown, Massachusetts; Albert C. Conway, New York.

Miscellaneous—Matthew H. Taggart, chairman, Pennsylvania; George P. Porter, Montana; S. A. Olsness, North Dakota; Edward Maxson, New Jersey; Don C. Lewis, South Dakota; R. B. Cousins, Jr., Texas; T. M. Baldwin, Jr., District of Columbia; Sam B. King, South Carolina; Charles B. Anderson, Nebraska; William A. Doody, Ohio; Ben Lowery, Mississippi.

Publicity and Conservation—J. C. McQuarrie, chairman, Utah; Clare A. Lee, Oregon; Jackson Cochrane, Colorado; James J. Bailey, Louisiana; Edward Maxson, New Jersey; J. S. Maloney, Arkansas; P. H. Wilbour, Rhode Island; George Huskinson, Illinois; Amos A. Betts, Arizona.

Rates of Insurance Companies—Edward Maxson, chairman, New Jersey; Clarence C. Wysong, Indiana; George H. Thigpen, Alabama; Ben C. Hyde, Missouri; J. G. McQuarrie, Utah; J. S. Maloney, Arkansas; Dan C. Boney, North Carolina; Garfield W. Brown, Minnesota; J. H. Vaughn, New Mexico.

Rates of Mortality and Interest—H. U. Bailey, chairman, Illinois; Edward Maxson, New Jersey; Robert C. Clark, Vermont; Howard P. Dunham, Connecticut; Matthew H. Taggart, Pennsylvania; C. D. Livingston, Michigan; Jackson Cochrane, Colorado; Garfield W. Brown, Minnesota; Charles F. Hobbs, Kansas.

Reserves Other Than Life—Don C. Lewis, chairman, South Dakota; John E. Sullivan, New Hampshire; R. B. Cousins, Jr., Texas; J. S. Maloney, Arkansas; Ray A. Yenter, Iowa; D. C. Neffert, Idaho; T. M. Baldwin, Jr., District of Columbia; A. S. Caldwell, Tennessee; Charles F. Hobbs, Kansas.

Social Insurance—George P. Porter, chairman, Montana; Jackson Cochrane, Colorado; Clare A. Lee, Oregon; S. A. Olsness, North Dakota; D. C. Neffert, Idaho; Ray A. Yenter, Iowa; E. C. Peterson, Nevada; H. U. Bailey, Illinois; Sam T. Mallison, West Virginia.

Standardization of Agents' Applications and Licenses—Howard P. Dunham, chairman, Connecticut; Matthew H. Taggart, Pennsylvania; J. S. Maloney, Arkansas; C. D. Livingston, Michigan; Clare A. Lee, Oregon; M. A. Freedy, Wisconsin; E. C. Peterson, Nevada; Sam T. Mallison, West Virginia; William A. Doody, Ohio.

Taxation—Sheldon M. Sausley, chairman, Kentucky; Ben C. Hyde, Missouri; Jess G. Read, Oklahoma; Sam B. King, South Carolina; J. H. Vaughn, New Mexico; E. C. Peterson, Nevada; Merton L. Brown, Massachusetts; Albert C. Conway, New York; Charles B. Anderson, Nebraska.

Unauthorized Insurance—Robert C. Clark, chairman, Vermont; Ray A. Yenter, Iowa; T. M. Baldwin, Jr., District of Columbia; James J. Bailey, Louisiana; Dan C. Boney, North Carolina; C. D. Livingston, Michigan; A. S. Caldwell, Tennessee; J. H. Vaughn, New Mexico; W. V. Knott, Florida.

Unfinished Business—Jackson Cochrane, chairman, Colorado; George P. Porter, Montana; P. H. Wilbour, Rhode Island; Amos A. Betts, Arizona; Lyle E. Jay, Wyoming.

Valuation of Securities—Albert C. Conway, chairman, New York; Robert C. Clark, Vermont; M. A. Freedy, Wisconsin; George P. Porter, Montana; H. O. Fishback, Washington; Edward Maxson, New Jersey; R. B. Cousins, Jr., Texas; Matthew H. Taggart, Pennsylvania; Merton L. Brown, Massachusetts.

Good Financial Year

Robert T. Crew, vice-president of the First Citizens Trust Company, Columbus, and Carmi A. Thompson, political leader of Cleveland, have been elected directors of the Ohio State Life.

The company has declared its regular quarterly dividend of 2½ per cent.

The year just ended was "the best financial year in the history of the company," President John M. Sarver re-

ported. The general contingency reserve was increased by \$100,000 out of the year's earnings, and insurance in force was increased by \$12,892,286. The company holds a surplus of \$1,169,311 for the protection of policyholders, the annual financial statement showed.

Mr. Thompson was formerly in public life in Ohio and was appointed by President Coolidge to go to the Philippine Islands and make a report on conditions there.

COMPANIES MAKING FINE STATEMENTS

Transactions for the Last Year Were Profitable in All Departments

FIGURES ARE PRESENTED

Annual Statements Bring Out Important Facts in the Financial Exhibits of Dec. 31

The Connecticut Mutual Life has published its annual statement showing insurance in force \$818,748,433, gain \$75,696,966, new business \$122,827,878, gain \$8,398,870, premium income \$26,874,915, gain \$3,141,043, assets \$172,792,438, gain \$16,418,111, market fluctuation and investment contingency reserve \$7,231,020, free surplus \$7,737,724, policyholders' surplus \$14,968,744. The 1929 dividend reserve is \$6,950,000. The average mortality ratio for the last five years was 48.8 percent. The company has had a very satisfactory year especially in its mortality experience which was 46.2 percent, the lowest for any year since the company's establishment in 1846.

The American Central Life shows insurance in force \$228,000,000, assets \$15,640,000, income \$4,795,000, paid policyholders last year \$3,110,000.

Franklin Life

The Franklin Life of Springfield has published its annual statement showing assets \$26,393,704, capital and surplus \$1,275,444, insurance in force \$212,229,175. It has paid policyholders and beneficiaries since organization \$33,101,347. The Franklin has always given a good account of itself.

The Provident Life of Bismark, N. D., has issued its annual statement showing assets of \$2,731,421, capital \$125,000, net surplus \$395,920, insurance in force, \$19,000,000. It has paid policyholders since its organization \$1,091,793.

Passes Billion Mark

The year 1928 just closed marks an epochal period in the history of the Missouri State Life, passing, as it did, the important milestone of the first billion dollars of insurance in force. It closed the year with close to \$1,200,000,000 of outstanding insurance. Approximately \$890,000,000 of this amount is Missouri State Life business and \$310,000,000 is International Life reinsurance.

The record of new business paid for in 1928 is \$341,919,878. This is an increase of more than \$137,000,000 over 1927. The assets of the company have increased from \$80,262,887 to \$131,608,831 and surplus for protection of policyholders is now \$8,596,761 as compared with \$7,256,879 a year ago. The Missouri State Life recently increased its capital stock from \$3,000,000 to \$4,000,000.

Massachusetts Mutual

The annual statement of the Massachusetts Mutual Life shows assets of \$327,107,301, increase \$37,378,028; surplus \$18,741,812, increase \$1,096,959; premiums \$62,627,243, increase \$10,524,416; total income \$88,420,062, increase \$14,951,840; dividends paid policyholders \$12,206,363; total paid policyholders \$33,032,690, new insurance \$304,030,095, increase \$41,538,452; insurance in force \$1,804,256,531, increase \$194,419,128. The expense ratio to premium receipts last year was 17.4 and 14 percent to total income. These are 1.3 percent and 1.1 percent less than 1927.

The average rate of interest on \$30,448,600, representing the year's invest-

E. M. ACKERMAN TAKES ILLINOIS FEDERATION POST

MADE EXECUTIVE SECRETARY

New Officer Has Had Newspaper Experience in New York, Chicago and Texas

E. M. Ackerman, who has been an associate editor of the "Insurance Field" for the last five years in New York and Chicago, has been appointed executive secretary of the Insurance Federation of Illinois, effective Feb. 1.

With the selection of Mr. Ackerman to supervise federation activities in Illinois, President John C. Lanphier, Jr., and other officers have started to map out a program of procedure for the year, designed to build the organization to a point in membership and importance in the insurance business in Illinois never before approached.

Mr. Ackerman has been engaged in insurance and daily newspaper work for 13 years. He started with the New York "Journal of Commerce" in 1914, when Sumner Ballard was the editor of that paper's insurance news department. He served in the air service for two years during the war in Washington and as flying instructor at Kelly Field, Texas. After the war he returned to daily newspaper work with Texas newspapers, later going back to flying as manager and pilot of his own passenger flying service in Illinois. When the Chicago "Journal of Commerce" started in 1920, he became insurance editor, retiring from that post in January, 1924, to go with the "Insurance Field."

ments in mortgage loans was 5.4. The yield on the total mortgage loan investments was 5.6 percent. The average yield on \$20,584,244 invested in bonds last year was 5.23. The average annual yield on total invested assets was 5.67 percent gross and 5.39 percent net. The mortality ratio last year was 49.5 percent. President W. H. Sargeant in his report to the directors states that at this time there is a tendency toward reduction in the amount of interest available on high class securities. The combination of the new investments with those already held by the company indi-

(CONTINUED ON PAGE 30)

EXAMINATION REPORT ON CHICAGO NATIONAL

RAPID PROGRESS IS MADE

Promotional and Executive Ability of the Management Is Commended by Two Departments

The Illinois and Missouri departments have published their reports on the examination of the Chicago National Life as of Dec. 31, 1927. The examiners say in conclusion: "It will be observed that since organization the company has made rapid progress with respect to business in force while always maintaining a margin of surplus according to its own statement, and according to the report of your examiners presented in the report. The acquisition in figures of ordinary, newspaper and group insurance totaling \$52,399,451 reflects credit on the management for its promotional and executive ability. The cost of new business is still rather high.

Capital Was Increased

"The company's authorized capital being \$300,000 and its paid in capital being \$235,430, it was decided late in 1928 to offer for sale the remainder of the authorized capital consisting of 6,457 shares at par value of \$10 each. These shares were sold Nov. 30, 1928, at \$30 each less commission, at the rate of 15 percent of the sale price, as provided in the law under which the company's present capital was authorized. Thus there was added to the capital stock account \$64,570, bringing it to \$300,000 and a surplus \$100,084. The proceeds of the sale of this additional stock including the contribution of surplus of \$100,084 has been examined and verified. The management during the progress of the examination assisted your examiners in every way possible.

"It is hoped that the attention of the officers and directors will be given to the development of the company's investment and accounting department so that their efficiency shall be commensurate with the ability of the department in charge of production of insurance, which has been successful in accumulating a very considerable volume of business in a short period."

NEW YORK LIFE MEN HOLD CONFERENCE

Some of the High Lights in the Meeting of the Agency Directors

PLANS MADE FOR YEAR

Home Office People Gave Some Important Information as to the Work at Headquarters

Grenville Howard, field editor of the New York Life, writes about the conference of agency directors at St. Petersburg, Fla. He says in the agency bulletin:

Vice - President Walker Buckner, chairman of the meeting, handled it in a masterful way. He was assisted by Second Vice-President Lindsay and Third Vice-President Langmuir. The branch office records for the year were read and discussed, honors for notable achievement were awarded, allotments for the coming year were distributed among branch offices and departments, and received with enthusiasm, being fair, not burdensome. And the meeting swung into its stride with a spirit of friendly and eager willingness to assume the burdens, get back home as quickly as possible, and put the plans for 1929 into immediate execution.

Attending College, as It Were

These conferences are becoming more and more helpful to the agents in the field. Note books were out, as at lectures in a great university, and salient points set down from which you who read this brief account cannot fail to profit as the days go by. Your problems were discussed with home office officials and questions settled that you will hear about as the delegates return to their posts. It should be understood that your representatives were here, and your interests with those of your policy-

(CONTINUED ON PAGE 14)

FIGURES FROM DECEMBER 31, 1928 STATEMENTS LIFE COMPANIES

| | Total Assets | Capital | Surplus | New Bus. 1928 | Ins. in Force | Gain in Ins. in Force | Prem. Income | Total Income | Pd. Policy Holders | Total Disburse. |
|----------------------------|--------------|-----------|------------|---------------|---------------|-----------------------|--------------|--------------|--------------------|-----------------|
| Amer. Life, Mich.... | 14,304,739 | 500,000 | 513,397 | 11,994,009 | 91,621,769 | 2,810,540 | 2,468,141 | 3,415,727 | 1,107,702 | 2,318,181 |
| Am. Res. Life, Nebr.... | 292,123 | 101,850 | 50,000 | 4,179,000 | 8,119,500 | 3,443,500 | 242,052 | 281,940 | 4,533 | 173,188 |
| Amic. Life, Tex.... | 7,627,993 | 820,000 | 820,000 | 11,198,693 | 49,183,469 | 5,093,571 | 1,347,578 | 1,950,258 | 594,361 | 1,436,195 |
| Builders Life, Ill.... | 156,977 | 100,000 | 49,283 | 507,500 | 507,500 | 507,500 | 6,525 | 8,021 | | 20,514 |
| Ced. Rap. L., Ia.... | 3,584,518 | 100,000 | 157,875 | 3,270,515 | 21,681,009 | 1,208,223 | 610,122 | 799,490 | 252,421 | 531,189 |
| Citizens Life, La.... | 130,024 | 20,000 | 15,375 | 858,000 | 1,357,000 | 100,000 | 106,347 | 113,763 | 8,285 | 93,839 |
| Col. Mut. L., Ohio.... | 14,306,858 | 500,000 | 908,624 | 20,436,194 | 113,720,305 | 11,229,507 | 3,767,034 | 5,132,991 | 1,518,569 | 2,972,561 |
| Conn. Gen'l. L., Conn.... | 115,916,952 | 2,000,000 | 7,288,470 | 238,442,986 | 1,046,235,710 | 105,510,593 | 26,478,842 | 35,518,946 | 12,051,840 | 21,292,234 |
| Conn. Mut. L., Conn.... | 172,792,428 | 5,000,000 | 14,968,743 | 122,827,878 | 818,748,434 | 75,896,966 | 26,874,915 | 38,136,329 | 16,316,637 | 23,857,268 |
| Cont. Amer. L., Del.... | 11,126,470 | 652,350 | 1,120,501 | 15,151,229 | 85,736,444 | 7,133,685 | 2,241,884 | 2,803,252 | 922,994 | 1,653,721 |
| Equitable Life, Ia.... | 97,198,763 | 1,000,000 | 4,514,611 | 89,716,370 | 575,277,871 | 47,186,260 | 18,087,697 | 25,616,751 | 8,997,808 | 15,426,195 |
| Farm & Bk. L., Kans.... | 8,264,150 | 275,000 | 360,657 | 10,812,705 | 48,338,654 | 1,464,801 | 1,381,905 | 1,935,133 | 529,050 | 1,130,281 |
| Franklin Life, Ill.... | 26,393,704 | 100,000 | 1,094,809 | 36,605,572 | 212,229,175 | 10,874,358 | 5,730,146 | 7,223,769 | 2,805,286 | 4,850,144 |
| G. Wash. L., W. Va.... | 4,912,469 | 250,000 | 130,098 | 3,997,803 | 26,138,129 | 155,139 | 761,719 | 1,106,098 | 561,706 | 883,901 |
| Gulf Sta. Mut. Tex.... | 158,691 | | 101,400 | 8,996,400 | 10,004,800 | 8,697,000 | 296,036 | 407,049 | 12,115 | 270,619 |
| LaFayette Life, Ind.... | | | 4,703,848 | | | 1,809,980 | | | | |
| Mass. Mut., Mass.... | 327,107,301 | | 18,741,812 | 304,030,095 | 1,804,256,531 | 194,419,128 | 62,627,243 | 89,420,062 | 33,032,690 | 53,973,516 |
| Michigan Life, Mich.... | | | 2,456,089 | | | 2,450,589 | | | | |
| Midland Life, Mo.... | 4,611,182 | 100,000 | 80,914 | 10,270,867 | 38,726,121 | 4,483,302 | 1,060,115 | 1,347,575 | 442,987 | 908,585 |
| Midland Nat'l., S. Dak.... | 5,013,306 | 300,000 | 432,000 | 4,400,000 | 27,000,000 | 24,000 | 701,028 | 973,997 | 371,213 | 679,660 |
| Minn. Mut., Minn.... | 19,672,045 | | 1,408,587 | 88,945,223 | 162,022,319 | 16,437,031 | 4,921,560 | 6,154,536 | 2,312,672 | 3,806,517 |
| Miss. State, Mo.... | 131,608,831 | 4,000,000 | 8,596,761 | 341,919,878 | 1,195,000,000 | 438,306,940 | 1,797,551 | 2,432,276 | 660,859 | 1,492,790 |
| Montana Life, Mont.... | 9,373,671 | 500,000 | 752,626 | 11,717,666 | 52,110,402 | 8,084,178 | 898,988 | 1,272,234 | 268,081 | 737,726 |
| Nat'l. Fed., Mo.... | 2,512,958 | 250,000 | 72,437 | 7,752,639 | 33,141,042 | 8,111,691 | | | | |
| Nat'l. Guard, Wisc.... | 5,565,406 | 100,000 | 423,645 | 7,135,523 | 41,359,623 | 3,237,386 | 1,269,307 | 1,622,871 | 440,075 | 864,434 |
| Nat'l. Life, Canada.... | | | 9,781,488 | | | 5,144,842 | | | | |
| Nat'l. Life, Va.... | 122,886,906 | | 7,038,315 | 75,187,577 | 565,606,406 | 32,866,939 | 19,601,115 | 27,342,234 | 13,201,577 | 17,735,251 |
| Nat'l. Union, Wash.... | 148,468 | 100,500 | 47,308 | 106,500 | 106,500 | 106,500 | 1,872 | 52,743 | | 7,806 |
| Ohio Nat'l., Ohio.... | 9,913,369 | 500,000 | 325,000 | 15,543,442 | 73,105,666 | 3,014,905 | 2,218,831 | 2,965,651 | 784,369 | 1,796,557 |
| Ohio State, Ohio.... | 10,816,044 | 500,000 | 608,507 | 15,002,113 | 75,138,351 | 5,595,787 | 2,288,961 | 3,048,215 | 681,453 | 1,685,671 |
| Rockford L., Ill.... | 2,301,498 | 200,000 | 91,081 | 6,733,742 | 24,206,299 | 1,009,818 | 596,583 | 742,251 | 287,457 | 576,435 |
| San Jacinto L., Tex.... | | | 3,152,694 | | | 688,788 | | | | |
| Seaboard L., Tex.... | 453,399 | 250,000 | 34,083 | 4,133,000 | 9,143,595 | 2,814,000 | 177,551 | 206,985 | 10,736 | 143,772 |
| Security L., Ill.... | 8,890,825 | 500,000 | 211,382 | 12,224,795 | 61,297,373 | 2,003,000 | 1,689,981 | 2,226,599 | 787,765 | 1,542,868 |
| Sec. Mut., Neb.... | 4,031,000 | | 5,161,677 | | 25,201,000 | 2,019,000 | 716,616 | 956,898 | 227,632 | 634,160 |
| Southeastern L., S. C.... | 3,652,536 | 200,000 | 99,668 | 13,274,469 | 40,124,274 | 5,461,088 | 877,967 | 1,102,172 | 404,072 | 786,045 |
| Southwest'n L., Tex.... | 29,283,891 | 1,000,000 | 3,091,153 | 55,280,490 | 246,958,606 | 28,671,261 | 6,218,115 | 8,066,637 | 2,591,393 | 4,863,598 |
| State Res. L., Tex.... | 342,000 | 100,000 | 43,000 | 2,760,000 | 14,854,080 | 1,227,417 | 155,488 | 172,982 | 30,378 | 113,112 |
| Victory L., Kans.... | 1,367,559 | 100,000 | 200,000 | 2,247,000 | | | 510,728 | 572,187 | 132,540 | 261,665 |
| West Coast L., Cal.... | | | 25,437,000 | | 114,850,000 | 11,060,000 | | | | |

(No. 4 of a Series)

What Is Programming, Anyway?

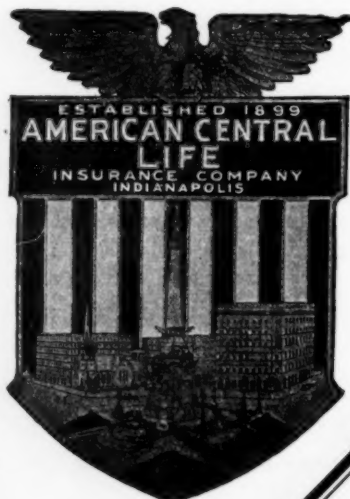
PROGRAMMING EMBODIES A CAREFUL INVENTORY OF THE PROSPECT'S NEEDS, THEN A COMPLETE DIAGNOSIS SHOWING HOW THEY CAN BEST BE COVERED BY LIFE INSURANCE.

SELLING WITHOUT A BASIC PROGRAM IS LIKE BUILDING A HOUSE WITHOUT PLANS OR SPECIFICATIONS.

American Central Representatives Design Scientific Programs That Win Sales

EACH NEW APPOINTEE OBTAINS "FUNDAMENTALS FOR FIELDMEN," WHICH TEACHES HIM EXACTLY HOW TO PRESCRIBE AND PRESENT A POLICY FORM WHICH WILL MOST EFFECTIVELY SERVE EACH TYPE OF CLIENT.

(Just one of the many reasons why American Central representatives are happy and successful.)



EQUITABLE LIFE PAYS FOR 90 MILLION IN 1928

MASON IS PRODUCTION ACE

New York Agency Leads—Many Agents Qualify for Consecutive Weekly Production Club

The Equitable Life of Iowa paid for \$90,113,308 of business in 1928, bringing the total insurance in force Dec. 31 to over \$575,000,000. Of the company's total for 1928, \$32,527,116 or 36.1 percent was written upon the lives of old policyholders. The actual to expected mortality of the company during the year was 45.6 percent.

J. A. Mason of the New York City agency had a total paid-for production during the past year amounting to \$1,066,000. That Mr. Mason is a strong believer in the cultivation of old policyholders is manifested in the fact that of his paid-for production, a total of \$287,000 or 26.9 percent was secured from that source.

Smiley Was Second

F. A. Smiley of the Kansas City agency was second among the personal producers for the Equitable of Iowa during 1928 with \$723,894 of paid-for business; \$285,494 or 39.4 percent of his total production was secured from the lives of old policyholders. Other leaders for the year 1928 were: C. B. Metheny, Pittsburgh, \$631,943; H. J. Miller, Philadelphia, \$506,500; B. Bloch, Peoria, \$451,250; J. G. Belknap, Columbus, \$435,980; R. K. Rice, Harrisburg, \$429,500; L. W. Kellerman, Chicago, \$426,500; G. M. Marshall, Chicago, \$404,000; and J. H. Hilmes, Des Moines, \$401,130.

The New York City agency paid for \$5,127,306 of new business during 1928 and won the leadership among the agencies of the Equitable Life of Iowa for the third successive year. This production entitles the New York City agency to retain the production record shield which it has held in its possession for the past two years. Other leading agencies for the year were: Harrisburg, \$3,491,197; Philadelphia, \$3,433,349; Pittsburgh, \$3,357,963, and Columbus, \$3,122,067.

One-A-Week Club Grows

The roll call on Jan. 1 of the One-A-Week Club of the Equitable Life of Iowa shows 87 agents who have records of consecutive production at the beginning of the new year. Forty-one of this number now have a record of one or more years of club membership.

BANKERS LIFE IS UPHELD

Iowa Supreme Court Says Assessment Policyholders Rights Have Been Properly Safeguarded

DES MOINES, IA., Jan. 24.—The Iowa supreme court by a vote of six to two puts its approval on the Bankers Life of Iowa's transformation of assessment policies to legal reserve business, in an opinion handed down this week.

The high court affirmed a decision of the Polk county district court in the case brought by Joseph Wall and other holders of the old assessment policies. According to the plaintiff's petition, \$18,000,000 was involved in the case. The opinion upheld the legality of the change, the right of the company to increase the rates on its old assessment policies and the right to segregate that class of policies so that assessment policyholders will in the future bear their own losses.

The opinion declared that instead of the assessment certificate holders being deprived of their rights by the change, they had in reality been benefited. The opinion found that funds of the assessment certificate holders had been properly handled by the management.

LAST YEAR'S WRITINGS WERE \$18,500,000,000

LIFE PRESIDENT'S REPORT

Amount of Legal Reserve Life Insurance Now in Force Is \$95,000,000,000

NEW YORK, Jan. 24.—During 1928 the total new life insurance purchased from all United States legal reserve companies reached \$18,500,000,000, according to a report forwarded to the Department of Commerce by the Association of Life Presidents. The association estimates that a grand total of \$95,000,000,000 of life insurance written by legal reserve companies is now in force in this country. This latter figure is an average of \$1,462 for each of the 65,000,000 policyholders in the country, or an average of \$787 per capita for the entire population of the United States.

1928 Was Record Year

Shortly before the close of the year, the Association of Life Insurance Presidents estimated that the year's new business would reach \$18,500,000,000. Actual production of figures from the forty-four member companies bear out the forecast. More new life insurance was written in 1928, the report shows, than ever before in the history of the nation.

Production Heavy Last Six Months

In 1927 a total of \$17,135,000,000 was purchased. The total for 1928 therefore, is \$1,365,000,000 greater than it was in the previous year a gain of over 8 percent. Yearly business of the legal reserve companies has more than doubled in the last seven years.

According to the report, the amount of ordinary insurance of all companies written in 1928 was \$11,990,000,000 as compared with \$11,405,000,000 in 1927, a gain of 5.1 percent. The total of industrial insurance written was \$4,595,000,000, a gain of 2.9 percent over the previous year. Writing of group insurance showed a startling gain. The total for 1928 was \$2,915,000,000 against \$1,266,000,000 for 1927, a gain of 51.3 percent for the year.

The figures as submitted by the association to the Department of Commerce do not include revivals, increases and dividend additions. The report likewise shows that the volume of business written during the first six months of 1928 was slightly in excess of the previous year.

Production in the last six months was heavy, December alone showing an increase of 17 percent over the same month a year ago.

PREFERRED NATIONAL LIFE NEW CLEVELAND COMPANY

The Preferred National Life of Cleveland has been incorporated with \$100,000 capital, to conduct a life, health and accident insurance business, and to grant, purchase and dispose of annuities. There will be 21 directors. The incorporators are Irving S. Hoffman, who is well known in Ohio insurance circles because of previous connections; E. L. McIntyre, John P. Glosser, James L. Morris, Glenford L. Tetley, Karl Shimansky, Lynn T. Jennings, Dr. Albert H. Herr, W. F. Closser, H. C. Maulberger, Frank E. Boli, James J. Polcar, H. N. Davis and E. A. Deutsch. The home office of the company will be in Cleveland.

Irving S. Hoffman was for many years vice-president of the Ohio State Life, Columbus, O. He later went to Los Angeles, where he acted as state manager for that company. More recently he returned to Columbus and became assistant to the president of the Columbus Mutual Life. Mr. Hoffmann has spent nearly a quarter of a century in the life insurance field.

BOYER QUILTS PRESIDENCY OF 20TH CENTURY LIFE

C. W. HOWE SUCCEEDS HIM

**N. A. Nelson Jr. Becomes Vice-president
and General Manager—New Agency
Director Named**

At a meeting of the Directors of the Twentieth Century Life of Chicago Jan. 21, C. H. Boyer resigned as president, as other financial interests had taken over a share of his interest in the company. He still remains a director and will be interested in the welfare of the company and its numerous activities. Mr. Boyer's retirement is due to impaired health, and he stated that it is his intention to take at least one month's vacation at this time. Upon regaining his former vitality it is expected that Mr. Boyer will take up important organization work for the company in the east.

New Official Lineup

The board of directors remains unchanged, the officers being: C. W. Howe, president; N. A. Nelson Jr., vice-president and general manager; H. D. Foster, vice-president; M. J. Spiegel, vice-president; C. J. Driever, vice-president and treasurer; H. E. Cold, assistant vice-president; W. A. Hurlbut, secretary.

C. C. Bonham, who was formerly agency director of the Northern States Life of Hammond, Ind., has been appointed agency director of the Twentieth Century.

The new president has proved himself an executive of recognized ability in the establishment of two national sales organizations. He has been actively associated with the company since its organization as a director.

The promotion of Secretary Foster to a vice-presidency was well earned. He is a graduate of Penn State and started his career as electrical engineer, after which he served overseas as an artillery observer. Subsequently he became associated with a large casualty company as assistant to the general manager.

New General Manager Well Known

N. A. Nelson Jr., vice-president and general manager, is a graduate of the University of Chicago and has been in the insurance business for more than 12 years. He was formerly associated with two other large life and casualty companies and has been with the Twentieth Century for the past two years as vice-president.

The annual statement, presented at the meeting by its actuary, Donald F. Campbell, shows the company to be in sound financial condition with adequate reserves to take care of its increasing volume of life business and substantial additions to its casualty department.

Substantial Progress Reported

The reports made showed that exceptional progress had been made during the year in the life department. Further substantial increases are expected during 1929, due to the fact that the company is placing a complete rate book in the hands of its life agents, giving the company an attractive line of policies in both its casualty and life departments.

The life department has been considerably strengthened by the addition of a complete line of policies, including a business men's or preferred risk policy, to be sold in \$5,000 units. This policy will be paid up at age 70 and carries a rate of \$15.21 at age 30.

The company plans to put on a vigorous campaign for its life insurance department and has already planned a considerable enlargement of its life insurance field force.

New Directors of Continental Life

The Continental Life of St. Louis at its annual meeting elected four new directors: Buchanan Mays, H. E. Sanders, G. J. Herbert and J. V. Ledbetter.

SEEFURTH GIVES TREATISE ON THE BROADER USE OF BUSINESS INSURANCE

AT Indiana Insurance Day, Tuesday, Nathaniel H. Seefurth of the National Service Publications, Chicago, gave a thorough treatise on business life insurance for corporations and partnerships. Mr. Seefurth emphasized the use of life insurance to satisfy the estate of a deceased partner or stockholder in a close corporation. He said that he thought that this was a far greater use for business insurance than compensating an organization for the loss of services and skill of a valued member of the business. Mr. Seefurth's address will be published in two parts, the first part appearing below:

Should Equal Interests

"Business insurance has been sold for quite a good many years for various purposes. I suppose that the average underwriter's idea of business insurance is insurance on the life of a valuable member of the business as a compensation for the loss of services and skill occasioned by the death of the insured.

"In my opinion, however, there is a greater use for business insurance in the liquidation of close corporations, partnerships and sole proprietorship interests under a proper form of agreement between the owners of the business. It seems to me that the average close corporation or partnership is not fully protected and the interests of the stockholders or partners are not secure unless the amount of insurance on their lives equals dollar for dollar the fair value of their interests in the business.

Doesn't Protect Estate

"I do not mean to imply that life insurance does not have a distinct value in compensating the surviving members of the business for the loss of services of a valuable associate. But how does this protect the estate of the deceased stockholder or partner and how does it protect the survivors?

"The answer is that it gives no absolute protection at all and affords only a temporary benefit. The estate of the deceased stockholder is still dependent upon its interest in the corporation and the surviving stockholders are still faced with the problem of being associated with strangers in the business.

Best to Withdraw Interest

"In the case of a partnership, there must be a dissolution unless the survivor can raise enough capital from outside sources to satisfy the estate of the deceased. It should be apparent that at the death of a stockholder or partner his estate will be far better situated if his interest in the business is converted into cash and invested in sound basic securities for the benefit of his family. The funds of an estate should not be left in the form of a business man's speculative investment. Even though the present surviving members of the corporation are competent, it is impossible to foretell how long they will live.

Becomes Speculative Investment

"It is fundamental that the stock of a close corporation is a pure speculative investment for those who are not active in the business. One of the greatest functions of life insurance is to make it possible for the estates of deceased stockholders and partners to receive the cash equivalent of the interest of the deceased and at the same time to enable the survivors to continue the business unhampered by any outside interference.

Stock Purchase Trust Plan

"The stock purchase trust plan applies to close corporation interests as distinguished from partnership interests. It is necessary to draw this distinction on account of the legal difference between a corporation and partnership and

I have chosen to take up the corporation angle first.

"The stock purchase plan is complete protection not only to the estates of the individual stockholders, but also to the corporation and to the surviving stockholders. In other words, the stock purchase plan is a 'double-barreled' one. By converting the interest of a deceased stockholder into cash at his death, his estate is made liquid and at the same time the continued control of the corporation is vested in the survivors. In addition, their estates are greatly increased in value by having the interest of the deceased stockholder added thereto.

Two Methods Used

"The stock purchase plan is the modern method of disposing of stock in a close corporation by agreement. There are two other methods which may be used. One is to make a will and the other is not to make a will, but allow the law of descent and distribution to operate. The latter, of course, is not worthy of consideration and to use the former is not to get the most out of the stock interest or to protect the surviving stockholders.

"The primary reason for the disposition of the stock by agreement among the stockholders is the fact that a fair value agreed to by all can be put upon the stock and the purchase price can be guaranteed. Furthermore, the obligation on the part of the estate to transfer the stock and the obligation on the part of the survivors to take over the stock can be made complete. In other words, the program can be guaranteed in all its details.

Agreement Method Best

"As long as a stockholder will have to dispose of his stock at his death in one of the three ways above mentioned, it certainly is the part of wisdom to do so to the best possible advantage and I think it is apparent that the agreement method is by far the best. Much, however, depends upon the form of the agreement and that leads us to a discussion of what should be included in a sound stock purchase agreement.

"In talking this point over with the prospect, I have what I call the 'acid test' of a stock purchase agreement. This test involves the following points:

Independent Agency Advisable

"1. A Trustee. The stock purchase agreement should be a trust agreement appointing a competent trust company as trustee if the amount involved is large, in order not to give either side an undue advantage. At the death of a stockholder, his estate will be on the one side and the surviving stockholders will be on the other. While they may not be unfriendly, nevertheless their interests are opposing. It is to the interest of the estate to sell on the best terms and it is to the interest of the survivors to buy on the best terms.

"In order to guarantee that the agreement will be carried out in all its terms without undue advantage to either side, it is indispensable that an outside independent agency be appointed to supervise the job. Furthermore, it is important that this agency be experienced in transactions of this kind. If no trustee is appointed or if an incompetent trustee is appointed, serious legal difficulties may arise and it may be necessary to seek legal advice that will prove costly in the end.

Means of Financing

"2. Life insurance. It is absolutely essential that the agreement provide for some definite means of financing the purchase of the stock at the death of a stockholder. This can best be done through life insurance as I will explain a little later. The life insurance fund

PRUDENTIAL ANNOUNCES HOME OFFICE PROMOTIONS

E. B. GOULD MADE SUPERVISOR

**Department Heads Are Advanced Under
Executive Order to Positions of
Greater Responsibility**

NEWARK, N. J., Jan. 24.—Twenty promotions among its home office personnel have been announced by the Prudential.

Several department heads are advanced under this executive order to positions of greater responsibility, while others become department chiefs for the first time. The promotions follow:

Merigold Made General Attorney

G. E. Merigold, from associate general solicitor to general attorney; Supervisor F. P. Norris and P. J. Flatley, assistant supervisor, to assistant controllers; E. B. Gould, from manager of ordinary policy loan department to supervisor of ordinary policy loans; A. M. Seitz, from manager Essex county branch of real estate loan department to assistant supervisor; J. K. Glover, manager of industrial claims department, to assistant supervisor; T. D. Miller and V. F. Pennell, assistant managers group insurance department, to managers; Dr. W. G. Exton, director Prudential laboratory, to director Prudential laboratory and longevity service; A. R. Boylan, assistant manager ordinary policy loan, to manager new policy loans; C. T. Sears, assistant manager ordinary policy loan, to manager ordinary policy loan records.

Medical Men Advanced

Further promotions were: Drs. L. S. Ylvisaker and F. I. Ganot, medical supervisors, to assistant medical directors; W. A. Claffin, real estate loan, to assistant supervisor; W. C. VanDuyne, appraiser real estate loan department, to assistant supervisor real estate loans; R. T. Heller, assistant manager ordinary claims, to manager ordinary disability claims; C. E. Ruffner, assistant manager industrial claims, to manager industrial claims; Harry Vernet, ordinary actuarial, to assistant supervisor; T. L. Morgan, assistant supervisor, to supervisor, and L. W. Ireland, assistant manager of bindery, to manager of bindery.

should be made payable to the trustee. This should be done by naming the trustee beneficiary rather than by assignment of the policies to the trustee.

"In this connection, it is important that the trustee be not named until the trust agreement is signed. If the insurance policies are applied for before the trust agreement is signed, then the corporation or some other beneficiary should be named until the agreement is signed, after which the change of beneficiary can be made.

Deposited With Trustee

"3. Stock. The stock certificates should be deposited with the trustee under endorsements in blank or endorsements directly to the trustee in order that the agreement may be carried out without delay of any kind at the death of a stockholder. By enabling the trustee to have the stock certificates as well as the purchase price, the exchange can be made within a few days after the death of a stockholder. This is of the utmost importance both to the estate and the surviving stockholders.

Method of Valuation

"4. Valuation. The agreement should be definite with respect to the method of valuing the stock. Several different courses are open to the parties. It is dangerous, of course, to stipulate a fixed price unless this price is established every six months or at least every year.

It is also rather unsatisfactory to postpone the decision until the death of a stockholder, leaving the matter up to a board of arbitration selected at that time. The best plan is probably to set forth a formula by which the stock can be valued, either based upon book value plus an allowance for good will or based upon the earnings.

Reimbursement of Estate

"5. Reimbursement. If the corporation uses its funds to purchase the stock of a deceased stockholder, then the estate of the latter should be reimbursed to the extent of its interest in the purchase price advanced by the corporation. This would be true whether the corporation used a fund which it had invested in bonds, or a fund represented by a life insurance contract. In other words, if 'A' owns a 60 percent interest in a corporation and the corporation uses its funds to purchase 'A's' stock, then 'A's' estate is entitled to a return of 60 percent of the fund used by the corporation in addition to the value of his stock, unless such fund has already been included in placing a value on his stock. Ordinarily, where life insurance is used the life insurance proceeds are not included as assets of the corporation in valuing 'A's' stock. Consequently, I believe that his estate should receive, in addition to the value of his stock, 60 percent of the net premium outlay on all life insurance policies made by the corporation during 'A's' lifetime.

Provision for Termination

"6. Termination. Provision should be made for termination of the agreement by mutual action of the parties and also in case one of the parties should withdraw from the corporation during his lifetime. It may be that one of the stockholders will want to sever his connection with the corporation. In such case, he should be allowed to withdraw his stock, first offering to sell it to the other stockholders who may or may not exercise their option as they choose. In

case they do not decide to purchase, then the stock may be sold on the open market.

"7. Amendment. Provision should be made for amendment of the agreement in order to allow for future changes in the situation of the parties and to enable them to add more life insurance from time to time as it may be necessary.

"8. Withdrawal of stock and policies. Provision can be made for withdrawing stock to be used as collateral but if this is done, the trustee should be directed to pay any outstanding loans at the death of a stockholder in order to get possession of the stock. Provision can also be made for enabling the parties to borrow on the cash values of the policies.

"9. When amount of insurance does not equal value of stock. Provision should be made for the situation that will arise where the stock of a deceased stockholder is valued at more than the insurance proceeds received by the trustee. Two courses are open. Either the balance of the stock not covered by the insurance proceeds can be returned to the estate of the deceased or the trustee can hold this stock as collateral for notes given by the survivors of the corporation running over a period of years. When the notes are paid, the balance of the stock can then be turned over to the purchasers.

Acts as Mutual Protection

"10. When amount of insurance exceeds the value of stock. It is advisable that a provision be inserted in the agreement to the effect that the estate of a deceased stockholder shall at least receive the proceeds of the insurance policy in return for his stock. Such a provision acts as a guarantee to each of the parties that his estate will at least realize an amount equal to the insurance proceeds and acts as a mutual protection to all the parties.

"I think it important to keep this 'acid test' of a stock purchase agreement in

mind for two reasons. In the first place, your desire to be of the utmost service to your policyholders should prompt you to see that they get the best possible agreement. This is not entirely altruistic because if they get a good agreement and one of the parties should die, the transaction will be carried through without unnecessary expense or delay. At that time you should be able to increase the insurance on the lives of the survivors almost automatically by reason of the fact that their interests will increase in value by the amount of stock given up by the estate.

Almost Self-Perpetuating

"This type of life insurance business is almost self-perpetuating. For example, as \$50,000 of business is cancelled off your books by virtue of the death of one of the stockholders, the same amount of new business should automatically be put on your books with respect to the surviving stockholders. The second important reason why the foregoing test should be kept in mind is from the standpoint of canvassing.

"You will find more and more that these agreements are being adopted by stockholders in close corporations and if you are thoroughly familiar with the best type of agreement, you may be able to point out to a prospect who says that he already has an agreement, the fact that certain essential things in his program are not provided for. In this way you may be able to establish yourself and write some additional insurance."

SEEKS TO STOP SALE OF STANDARD LIFE BUILDING

R. M. Cooper, a director and vice-president of the Seventh & Chestnut Realty Company of St. Louis, has filed a suit in the circuit court at Decatur, Ill., to prevent the sale of the old Standard Life home office building in Decatur, on which the International Life of

St. Louis holds a deed of trust for \$765,000.

Mr. Cooper's petition alleged that the stockholders of the International Life would be damaged if the sale of the property as now planned is permitted.

The defendants named in the suit are the Missouri State Life, which reinsured the International Life; the Metropolitan Casualty, and John Blue, Chicago capitalist.

The Seventh & Chestnut Realty Company, a holding organization, was formed several years ago to handle real estate transactions for the International Life. It held title to the Decatur office building.

According to Mr. Cooper's petition Mr. Blue owned a controlling number of shares in the realty company and transferred them to the Metropolitan Casualty, giving the latter company control of the property.

It is further alleged that on Jan. 8 the Seventh & Chestnut Realty Company voted to transfer the Decatur building to the Metropolitan Casualty. Mr. Cooper claims that he has a better offer for the property than that made by the Metropolitan Casualty which would not only liquidate the mortgage held by the International Life, but also leave a handsome sum for the stockholders. He also charges that the realty company owes him \$700 in back salary.

The Missouri State Life's only connection with the suit is the fact that it reinsured the International Life. Massey Wilson, receiver for the International Life, declared that the Decatur building is worth substantially more than the amount of the mortgage.

Joseph C. Behan, vice-president in charge of agencies, and Dr. Morton Snow, medical director of the Massachusetts Mutual Life, are making a tour of the company's middle western agencies and stopped in Wichita, Kan., last week to visit the Wichita agency, which was holding its annual meeting. George E. Lackey and W. B. Edwards, Oklahoma representatives, accompanied them to Wichita from Oklahoma City.

Massachusetts Mutual Life Insurance Company

Springfield, Massachusetts

Organized 1851

ABSTRACT FROM SEVENTY-SEVENTH ANNUAL REPORT

For the Year Ended December 31, 1928

| | |
|--|----------------|
| Admitted assets (Increase of \$37,378,028)..... | \$ 327,107,301 |
| Policy reserve and other liabilities (Increase of \$36,281,069)..... | 308,365,489 |
| Surplus, Massachusetts standard (Increase of \$1,096,959)..... | 18,741,812 |
| Received for premiums (Increase of \$10,524,416)..... | 62,627,243 |
| Total income (Increase of \$14,951,840)..... | 88,420,062 |
| Dividends paid and credited policyholders (Increase of \$1,186,452)..... | 12,206,863 |
| Total paid to policyholders (Increase of \$4,483,237)..... | 33,032,690 |
| New insurance delivered (Increase of \$41,538,452)..... | 304,030,095 |
| Total insurance in force (Increase of \$194,419,128)..... | 1,804,256,531 |

CENTRAL LIFE OF IOWA MAKES SEVERAL CHANGES

SECRETARY MULOCK RESIGNS

President Denny Reports Satisfactory Gain in Assets—Gross Earnings Largest in History

DES MOINES, Jan. 24.—Changes in the directorate and officers were announced following the annual meeting of the directors of the Central Life of Des Moines.

"Directors were unanimous in expressions of optimism for business in 1929 and declared themselves highly pleased with the progress made by Central Life during 1928," President Denny declared after the meeting.

"We feel safe in predicting that before the end of this year the Central Life's assets will have passed the \$33,000,000 mark. In 1928 assets increased from \$26,264,990 to \$29,430,459 or a gain of \$3,165,468. Gross earnings for 1928 were the largest in history. The past year we have increased our dividend schedule 22 percent."

Publisher Named Director

Homier A. Miller resigned both as director and treasurer and will retire from business in Des Moines and remove to California. Dante Pierce, publisher of the "Iowa Homestead," and prominent in business and political circles nationally, was named to succeed Mr. Miller as director. George N. Ayres, vice-president in charge of investments, was named treasurer as well as being reelected director and vice-president.

Because of great amount of time and work needed in his capacity as mayor of Des Moines and the constantly increasing business in his own company here, E. H. Mulock resigned as secretary but retained his place as director.

Fred G. Wolfinger, assistant secretary, will succeed Mr. Mulock. Mr. Wolfinger has served many years with Central Life and during recent years has specialized in insurance office management and has had charge of all home office personnel.

Roy C. Campbell, agency assistant, was named to succeed Mr. Wolfinger as assistant secretary. Mr. Campbell will also continue in a supervisory capacity in the agency department.

"While we are not ready for a detailed announcement the directors have plans for expansion in agency forces in our various states during 1929," said Dr. Denny. "We are completing plans for an increased home office cooperation with the field. We expect to add a number of high class life underwriters to our agency force both as agents and as general agents."

Union Central Changes

At the annual meeting of the Union Central Life Dr. Emmett D. Fayen was elected assistant medical director. The following new directors were elected: Alfred C. Cassatt, well-known attorney; Russell Wilson, editor of the "Times-Star;" and Chas. Sawyer, of Dinsmore, Shohl & Sawyer, attorneys. These men replaced L. A. Ault, formerly head of Ault & Wiborg Co.; Tucker Carrington, auditor of the company; and Chas. Hommeyer, vice-president.

A. R. Ferguson Is Promoted

A. R. Ferguson has been appointed agency superintendent of the Manufacturers Life. He was appointed agency inspector in 1927. He went with the company in the nonforfeiture department at the head office in 1904. He was appointed traveling auditor and in 1926 was sent to Montreal as resident secretary of the branch office.

H. C. Jackson has been appointed secretary of the agency department. He has been with the company for about 18 years.

EXPANSION OF FIELD ORGANIZATION PLANNED

GOES WITH NATIONAL U. S. A.

Stavert Hudson, Formerly With Penn Mutual Life, Is Appointed Supervisor of Agencies

In harmony with its plan for field organization expansion by attracting the highest grade men of the new generation in life underwriting, the National Life U. S. A. announces the appointment of Stavert Hudson as supervisor of agencies.

Mr. Hudson is one of the younger men whose accomplishments early brought him to the attention of the progressive executives. His experience includes work as agent, assistant manager, branch manager and home office supervisor for both the Missouri State Life, with which company he began his life insurance career, and the Penn Mutual Life.

His preliminary experience with the Penn Mutual was in association with Vice-President Hugh Hart and before making his new association he was supervisor with the Frank H. Davis agency of the Penn Mutual Life in Chicago.

Mr. Hudson is a native of Massachusetts, a Dartmouth man, Class of 1919, and during the war served as an officer in the United States navy, flying with Italian and British contingents.

American Central Promotions

C. A. Sumner, district manager of the American Central Life, and Joseph W. Blamford, cashier of the Indianapolis collection office, have been made assistant field superintendents. They will hereafter be engaged in the work of agency building and developing new men. Mr. Sumner went with the American Central in 1920, first representing it as a part time agent, later as a full time man and then district manager. Mr. Blamford went to the home office in 1922, being later transferred to the conservation department, and then assistant cashier of the Indianapolis collection office. In August, 1925, he was appointed cashier.

MEDICAL SECTION TO MEET AT BILOXI, MISS.

Dr. John T. Montgomery, medical director for the Southland Life of Dallas, and chairman of the medical section of the American Life Convention, has announced that the annual meeting of the section will be held at Biloxi, Miss., on April 29, 30 and May 1.

The Edgewater Gulf Hotel will be headquarters.

Dr. H. W. Gibbons, medical director of the Western States Life of San Francisco, is vice chairman for the medical section. The members of the board of managers are: Dr. Montgomery, Dr. Gibbons, F. L. B. Jenney, Federal Life, Dr. Charles B. Piper, Guardian Life and Lawrence G. Sykes, Connecticut General Life.

Old Colony Deals Pending

Although several offers to buy have been made to officers of the Old Colony Life of Chicago, nothing definite toward disposing of the company or rehabilitating it with new capital has been done. President B. R. Nueske has been ill with influenza for more than a week, during which time all pending deals have been in abeyance. Officers of the company prefer to refinance it rather than sell it, and it seems likely that the plan adopted will be a refinancing plan.

Charles Unger, an Indianapolis attorney, has been appointed securities clerk of the Indiana insurance department, succeeding Miss Brown, who resigned to become clerk of the state supreme and appellate courts, to which she was elected last fall.

HOPKINS ADDRESSES INDIANA PRODUCERS

NEWMAN AGENCY CELEBRATES

Fort Wayne Office of Penn Mutual Life Makes Excellent 1928 Production Record

Agents and the chief in the L. L. Newman general agency of the Penn Mutual Life in Fort Wayne, Ind., celebrated the agency's 1928 record with a meeting and banquet that were in every respect a fitting conclusion to a good year. In 1928 the agency increased its production 111 percent over the 1927 production. The celebration also marked the close of a 12-week agency contest for new production. The winners were Loyall B. Wilson of South Bend and Lloyd F. Wilson and Carrol C. Wilson of Angola. The contest resulted in the largest amount of business in 12 weeks that the agency ever has produced in a like period.

In honor of the occasion the Penn Mutual sent A. Mosely Hopkins, a member of the vice-president's staff, to Fort Wayne to represent the company. Mr. Hopkins spoke in the afternoon at the agency meeting and made an instructive address at the dinner also. On behalf of the company he presented a floral tribute to Mr. and Mrs. Newman. Rev. Louis N. Rocca, rector of Trinity Episcopal Church of Fort Wayne, spoke on "Confidence and Mental Attitude as Requisites to Modern Life Underwriting." His address was concise and thoughtful and was enthusiastically received.

Among the out-of-town guests was Glen Alexander, Lima, O., district agent of the company. He is recognized nationally as a leader in writing farm business. He spoke briefly and humorously of his experience in the rural field.

Inter-Southern Life Progress

Henry Almstedt, a broker in Louisville, has been elected a director of the Inter-Southern Life. At the directors' meeting President C. G. Arnett gave an interesting report of the company's progress showing that it is now in better condition than it ever has been.

Expect Bill in February

Legislative circles in Albany understand that Superintendent Albert Conway is getting matters pertaining to Section 97 in readiness for introduction into the New York legislature early in February. As soon as the amendments are submitted arrangements will be made for one or more joint public hearings before the senate and house insurance committees.

Detroit Office Wins Cup

The Detroit branch office of the Missouri State Life won the president's cup by showing the highest paid-for increase in business proportionately of any branch or agency for the company in the quarter ending with Dec. 31, 1928, compared with the same period in 1927. The cup passes from the South Side Chicago branch, which won it in the third quarter of 1928.

TODAY SHAPES TOMORROW

Each morning is a fresh beginning. We are, as it were, just beginning life. We have it entirely in our own hands. And when the morning with its fresh beginning comes, all yesterdays should be yesterdays, with which we have nothing to do. And again, when the morning with its fresh beginning comes, all tomorrow should be tomorrow, with which we have nothing to do. Sufficient to know that the way we live our Today determines our Tomorrow.

The Gordon H. Campbell general agency of the Aetna Life at Little Rock Ark., is starting out in good form this year. Up to Jan. 11 its production was \$847,003.

NEW VICE-PRESIDENTS FOR MISSOURI STATE

THREE OFFICERS ADVANCED

C. O. Shepherd, James Scott and Miles W. Heitzberg Given Higher Posts by St. Louis Company

All directors and officers of the Missouri State Life were reelected at the annual meeting of stockholders and three officials of the company were promoted to vice-presidencies.

The men promoted are: C. O. Shepherd, actuary, who will be a second vice-president and actuary; James Scott, comptroller, to be third vice-president and comptroller, and Miles W. Heitzberg, formerly assistant to President Hillsman Taylor, to fourth vice-president.

Mr. Shepherd first took over the duties of actuary with the Missouri State in 1921. He joined the company in 1917, as assistant actuary, from the National Fidelity Life of Sioux City, of which company he was actuary. He had previously been in actuarial work with the Security Life, Mutual Life of New York and U. S. Annuity & Life.

Mr. Scott also joined the Missouri State as assistant actuary in 1922, from the Aetna Life, and a year later was appointed to the newly created post of comptroller. He was born in Edinburgh, where he received his education. He spent four years in the Edinburgh office of the Norwich Union, and then came to New York, where he entered the employ of the Home Life.

Mr. Heitzberg's work has been with the agency end of the company. He joined the company in April, 1926, as assistant to the vice-president, becoming assistant to the president in January, 1927.

EXPECT REPEAL OF TAX LAW

Governor Cooper Says Increase Places Undue Burden on Companies in Inaugural Address

The general feeling in Ohio is that the law increasing the tax on premiums from 2½ to 3 percent will be repealed during the coming legislature.

The bill making the reduction has been reported out of committee favorably, one of the first measures to pass a committee, and now is ready for senate action. The measure, introduced by Senator George Bender, Cleveland, provides for repeal of the 3 percent tax on gross business done in Ohio by "foreign" insurance companies, and restoration of the former 2½ percent tax.

If customary procedure is followed it probably will be one of the first measures passed by the present general assembly. The measure makes no other change in Ohio insurance laws.

Both the party candidates for governor were committed to this program before the election. Governor Myers Y. Cooper in his address to the legislature on the opening day made the following succinct statement and it would appear that he has the legislature with him in his program:

"The increase from 2½ to 3 percent in the tax upon the business of foreign insurance companies in the state, passed in the closing hours of the last general assembly, is an undue burden.

"While Ohio companies are apparently exempted, the tax falls with almost double force upon our Ohio companies under retaliatory laws in other states.

"This increase should be repealed and the original tax of 2½ percent should be restored."

A. W. Wallace, district manager at Roanoke, Va., for the Massachusetts Mutual Life, is planning to incorporate his agency and to take on some fire and casualty connections.

Going to Change? Make It Your Last Change

If you go with the Columbus Mutual, You will never Seek a New Connection for its Distinctive System Guarantees Lowest Net Cost and Satisfaction to Policyholders and Maximum Compensation and Satisfaction to Fieldmen. This Company does not Lose Policyholders Financially Able to Keep their Insurance in Force nor does it Lose Producing Agents.

There are no Middlemen—General Agents, Branch Managers, etc. Great Savings, thus Effected, go to Policyholders and Fieldmen.

The Columbus Mutual's Agency Appointing Privilege Opens the Door to the Most Profitable Endeavor in Life Insurance.

An Immediate Inquiry Will Well Repay You.

COLUMBUS MUTUAL LIFE

C. W. Brandon,
President



Columbus,
Ohio

"BEST in the BEST Chart"

WATCH
FOR
OUR
1928
RECORD

DO YOU WANT A

Contract that pays full commissions earned? Or do you want to share your commissions with others?

We offer a MAXIMUM COMMISSION contract to those who can sell their business unaided, without prodding and other expensive, so-called aids.

Are you the enterprising salesman who is in the business to grow? An opportunity to join a fast-growing, progressive Company awaits you!

You will be interested in learning more about our liberal contracts.

Join our Production Club and enjoy a real trip to Havana, Cuba.

Ask about our guaranteed cash coupon policies. The most popular form of contract ever offered to the insuring public.

BANKERS NATIONAL LIFE INSURANCE COMPANY

Write in confidence to the
Agency Department at the nearest office.
Jersey City, N. J. Kansas City, Mo. Jacksonville, Fla.

PREMIUM
NOTES
DISCOUNTED

NEW YORK LIFE MEN HELD CONFERENCE

(CONTINUED FROM PAGE 9)

holders and your prospects were the principal subjects under discussion. These meetings are largely for your benefit.

The new agency directors appointed since the last convention were then called before the meeting and heartily received. Their careers entitled them to advancement—they had earned their way.

S. O. Buckner's Retirement

Vice-President T. A. Buckner referred to the unique record of his brother, Samuel O., retiring on Jan. 1 from the post of inspector of agencies, northwestern department, who closed his 42nd year of NYLIC service in a blaze of glory, bringing his personal office, Wisconsin branch, in which he and his brothers started as boys under their father, Walker Buckner, Sr., from comparative insignificance to a leading branch of the company, and his department as the only one of the company's twelve that filled its top allotment during 1928. Mr. Buckner, modest and retiring, gracefully turned the department over to Mr. Peters and spoke words of encouragement to the younger element who will, soon or late, step into the shoes of those higher up. A fascinating thought.

Promotions Announced

The promotion of Supervisor R. E. Peters to the great position of inspector of agencies of the northwestern department, to succeed Mr. Buckner, was then announced by the vice-president. Mr. Peters accepted his new responsibilities gracefully and will worthily carry on the policies of the retiring official.

The new supervisors-at-large, Messrs. Campbell of Charlotte and Carter of Shreveport, designated by Mr. Buckner as the flying squadron—the resurrection squad—were introduced and the duties in assisting branch offices to get and train new agents were explained. The 59 branch heads who reached their top allotments in 1928 were publicly noticed and publicly complimented by the senior vice-president.

Second Vice-President and Chief Actuary Hunter discussed and answered actuarial questions, giving interesting and intimate information regarding trusts, policy provisions, dividends, etc.

Certificates of Merit

Second Vice-President Lindsay read the records and presented certificates of merit for volume and percentage of excess by branch offices over top allotments, the highest winner being Milo Phelps of Long Beach, Cal., with \$1,712,000 excess in volume and 49.6 in percentage to the credit of his baby branch. The branch that paid for the largest business of the year was Madison Square, N. Y., C. H. Kederich, with \$21,246,000. The leading organizer, in office two years, was Mr. Stagg of Oklahoma who, singlehanded, was responsible for \$1,141,000.

Philip S. Rosen, top club president, from the Vanderbilt branch, New York, was introduced and received a great reception.

Hustling the Business Along

Chief Medical Director Rogers spoke of the new standards of medical selection which were rapidly approaching those promulgated by the New York Life thirty years ago. He described the working of the new unit system at the home office by which it is expected that business will be more and more expedited. Third Vice-President Walton P. Kingsley explained interestingly the operations of the mortgage loan department under its enlarged facilities at the new home office; \$117,000,000 of new loans were authorized, while only about \$99,000,000 were actually closed, owing to the meticulous care in selection. Total mortgage loans are about

\$533,000,000, in 29,600 separate pieces, in 45 states, showing the magnitude and intricacy of the task.

Talk by General Counsel

General Counsel Louis Cooke made the speech of his life, injecting humor in a normally dry subject. The cases that come to the law department for adjustment are usually full of trouble, but he was happy to report that 90 percent of them were successful from the company's standpoint. The workings of the insurance board covering selection of risks, etc., were detailed interestingly by Assistant Secretary Edmund Minne. Service is the department aim, 380,000 applications were received, 94 percent were handled within 24 hours of their appearance in the department, 4 percent within 48 hours, the balance within 72 hours, and even so creditable a record they are bent on bettering. Frank Lantry, head of the disability claims department, spoke and deplored the deterrent influence on speed by more than 4,000 claims last year from trivial causes. Agents can help materially by refusing to submit cases that have no valid reasons for submission. The general speed of the department is thus assisted.

Juniors Gave Talks

Messrs. Morton, agency service, Travelling Supervisor Buxton, Contract Registrar Lewis were present and rendered efficient service in their departments on personal contact with the field men, whom they had largely known through correspondence.

Field Secretary "Bob" Dedell and Martin Sorenson, his assistant, specialists in the art of diplomacy, made the meeting comfortable.

Third Vice-President Langmuir told step by step, and the detail you will get from your agency director, how to win in the dedication contest, complimenting Agency Directors Coombs of Los Angeles, and H. C. B. Kederich of New York, who had read their bulletins understandingly, mastered the contest details, caught fire with enthusiasm, and in the first day of the contest secured at least two signed applications, often many more, from 26 Los Angeles agents, and 20 from Mercantile branch agents, notwithstanding Harry Kederich was flat on his back in a hospital with a broken leg.

Pay Attention to This Contest

Mr. Langmuir called attention to the exceptional opportunities for winning that will be enjoyed by non-club agents, a point that must not be overlooked by you who read these lines. In fact, the contest is so arranged that one-half of the winning delegation to come to New York will be made up of non-club agents. Mr. Langmuir's talk abounded in suggestions of the most practical character. They will be passed on to you by the head of your office.

There should be no doubt about getting branch office allotments. A sweetener was added at this meeting. Every agency director who secures an excess of 25 percent over his contest allotment will be invited! A chance to help yourself, and help your agency director at the same time.

Getting and Training New Agents

The greater part of a morning session was devoted to the discussion of new organization, one of the most important problems of the agency department. Frank B. Summers, Nebraska branch expert in that direction, followed by Agency Directors C. W. Ledgerwood, Lake Superior branch, H. H. Hicks, Oakland branch, Inspectors of Agencies Wickett of San Francisco, Dick Oliver of St. Louis and Alex Browne of Boston discussed the subject from many angles.

A welcome guest at agency conferences is Alba B. Johnson of Philadelphia, formerly president of the Baldwin Locomotive Works, member of the finance committee of the board of di-

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rectors, and an authority on questions of business and finance. Mr. Johnson's discussion of the outlook for general business during the coming year was listened to with rapt attention. As an expert in finance, his words have weight.

Conditions in Canada

Homer Vipond, agent's counselor for Canada, Montreal branch, spoke of conditions across the border, and R. A. Ridgeway, former agency director at Indianapolis, now retired, with two sons present as agency directors, favored with an exceptionally fine address.

Third Vice-President Lovelace, fine teacher that he is, gave a blackboard talk of practical value on newspaper advertising and kindred subjects, unfortunately abridged for lack of time.

Dr. Abbott, historian of the company, closed the meeting with a hasty epitome of many of the outstanding events and characters that played their part in the long and pregnant life of our institution.

TRUSTS AID SALE OF BUSINESS INSURANCE

(CONTINUED FROM PAGE 3)

gers us. When you consider the hazard of placing in the hands of possibly inexperienced beneficiaries an amount of money equal to our entire national wealth, you can immediately visualize not only the opportunity for dissipation that is made possible, but the serious harm which will occur to the insurance business as a result. On the other hand, if the proceeds of these policies are conserved and preserved and properly invested, life insurance will have accomplished its purpose, and you men and women of the insurance profession will have justified your places in our economic structure."

Dissipation Statement Untrue

In emphasizing the desirability of selling insurance on the optional settlement basis, Mr. Reynolds said that although considerable insurance placed in lump sums has been unwisely spent, the statement that 90 percent of all the insurance sold in bulk is wasted within seven years is not true and cannot be proven.

The insurance trust presents a weighty argument for the insurance man's sale, he said. "The adroit salesman who points out to his doubtful, hesitating prospect that he is in a position to make arrangements whereby the insurance purchased may be left with the same institution that has carried him on, in the city wherein he lives, after he is gone, for the benefit of his family, is several steps ahead of the insurance man who is unacquainted with trust services.

Distance a Drawback

"There are many who fail to buy insurance," he said, "because they do not relish the idea of having these funds paid from the office of a company that is possibly several hundred miles away from the place of their residence. They probably have full faith in the officials of the local financial institution that has been helpful to them, and if it were properly presented to them, that they might arrange their affairs so that the same officials would care for their families, they would be much more interested in the purchase of additional protection.

Aids Partnerships

"There is much talk today about business insurance, partnership insurance and close corporation insurance, and many men are specializing in this part of the field. I can think of no agency that may be more helpful where this insurance is applicable than the trust company through the use of the life insurance trust.

"Attorneys tell us that very few partners entering into partnership arrangements consult them. Very few of them have a partnership agreement. They

merely have a mutual understanding to do business together and not many of them know that death terminates a partnership, and that in most states the expense of the winding up the partnership affairs falls upon the surviving partner.

Invaluable in Settlements

"Now of course modern insurance men are selling such partnerships insurance and are providing that the protection upon the life of one partner who dies will be used to pay out the interest of these heirs. Who is there in better position to see that all inventories are correct, that the books are properly audited, and to arrange a satisfactory price for the sale of the property than the average trust company? It has all the facilities at hand. It is respected. It has the opportunity of obtaining the very best of assistance, if the partnership is complicated, and its integrity is beyond question.

"Then there is the case of the close corporation. How many hundreds of close corporations exist in this city or in this state is problematical, but certainly there are very many. Your average close corporation is the outgrowth of the genius of one man.

Heirs Detrimental

"Inasmuch as the close corporation is generally a specialty organization, very few of the heirs are sufficiently well versed in the business management, or understand its ramifications thoroughly enough to be of any assistance. In most cases, rather than being helpful, their entry into the picture has been largely detrimental.

Can Complete Arrangements

"Now I present to you the life insurance trust, in this connection. Quite likely the corporation has been dependent for credit largely upon the life of a key man who was well known at the bank he has done business with. If the trust company is considered and the life insurance trust is invoked, the trust company is given the custody of the policies and it may be arranged that power be entrusted to the trust companies to determine the value of the stock at the time of death, and to obtain such assurances from the heirs, if the insurance is insufficient to provide for the liquidation of their interests. The trust company is again in a fine position to audit accounts and inventory of stock. It may also be arranged so that an additional sum will be provided for as a bonus to attract to the business world men who will have sufficient knowledge of the undertaking to come in and assume the place of the key man. There are any number of manufacturing institutions scattered throughout this state who would welcome the opportunity of an arrangement that would place their stock in the custody of the financial institution which has advanced them credit throughout the years."

Confederation Buys Security

Stockholders of the Confederation Life of Toronto have approved the company's purchase of the Security Life, also of Toronto. Stockholders and policyholders of the Security Life already had agreed to the sale. The deal will be closed when the treasury branch of the government and Ottawa approves it.

It is reported that the Confederation pays \$181,000 for the Security. The Confederation Life obtained approximately \$10,000,000 of additional insurance through the transaction.

Pan-American Life Convention

The agency convention of the Pan-American Life will be held at the head office, Jan. 30-31 and Feb. 1.

Claris Adams, secretary and general counsel of the American Life Convention will be one of the speakers at the agency convention of the Pan-American Life next week. Mr. Adams was one of the speakers at the Massachusetts Insurance Day exercises held in Boston.

JOHN HANCOCK SERIES

YOU HAVEN'T MENTIONED GROUP INSURANCE TO THIS MAN

ONE of your clients may be getting to the point of wanting Group Insurance and would be glad to have you handle it for him, but "You haven't mentioned Group Insurance to him." He may go elsewhere.

Group Insurance is a "specialty" with some companies, and the John Hancock is one of them.

Consult with the Home Office of this Company, or any of its Agencies, for advice or assistance in regard to all forms of Group, Wholesale and Salary Deduction Insurance.

The John Hancock Mutual Life Insurance Company is in a position to handle your surplus brokerage business, and extends to you every possible opportunity to use its facilities.



Inquiry Bureau:—JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY

197 Clarendon Street, Boston, Mass.

Please send copy of "Management, Men and Motives," and other information pertaining to Group Insurance.

NAME.....

ADDRESS.....

SIXTY-FIFTH YEAR OF BUSINESS

A PLAIN STATEMENT

While gratified by the larger increase in its new business, this Company is primarily interested in the carrying out of a well defined, long time program of development consisting of—

- 1st—Specializing on the larger and more desirable risks through its Preferred Life Plan and offering to this group the unusual savings to which this plan of operation entitles them.
- 2nd—The building of a high type of sales organization capable of dealing with the business and professional men who make up this Preferred group.
- 3rd—The training through personal instruction and group conferences of its Managers and General Agents in the essentials of sales management so they may successfully recruit and train this better class of salesmen.

We believe this program will not only secure the continued sound growth of the Company but will create a most unusual opportunity for those associated with it.

HOME LIFE INSURANCE COMPANY

Ethelbert Ide Low
President

256 BROADWAY, NEW YORK CITY

On Agency Matters Address:

James A. Fulton
Agency Vice President

Reserve Loan Re

INDIANAL

Insurance Men!

If You
Are
Contemplating
Making A Change
For 1929
Don't Tie Up
With
Anyone
Until You Get
Proposition From Us.

PRELIMINARY FINCIA

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SURPLUS TO POLICYHOLD OVER

Non-Forfeitable Renew Build

Life Insurance Co.

INDIANAPOLIS, IND.

FINANCIAL STATEMENT

End December 31, 1928

- - - \$10,650,000.00

State Insurance
of all policy-

- - - 9,198,484.00

LD OVER - 775,000.00

new Build an Estate For You

**Do You Want
To Make More
Money?**

If You Are
Capable of Developing
An Agency
We Will Give You A
Direct Home Office
Contract With Real
First Year Commissions,
Non-Forfeitable
Renewals.
Write
or
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For Interview

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Mgr. GEORGE C. ROEDING and O. E. SCHWARTZ, Asso. Mgrs.

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Shall We Eliminate the Term "Dividend"?

THE EQUITABLE LIFE of New York would eliminate the word "dividend" from the life insurance vocabulary so far as its reference to refunds to policyholders are concerned. It believes that it is a very inappropriate and misleading word in its application to mutual life companies. The EQUITABLE says that the premium rates of a mutual company do not reveal the ultimate cost. At the end of the year the policyholders receive back any unused portions of the premiums charged. These payments, it contends, should not be called "dividends." They should be called "return premiums" or "refunds," even if they are slightly increased by savings and profits. In continuing, it says:

"The chief glory of the mutual plan is that in the event of shrinkage in values, epidemics, or losses of any kind, a margin of safety in the premiums charged will provide for these contingencies, thus making the insurance doubly sure.

"One of our prominent mutual companies has recently issued a statement calling attention to the fact that its dividends to policyholders in 1929 will be larger than they were in 1928. This is interesting and gratifying. But the

A Matter of Mental Habit

We hear much these days about the necessity of the people becoming "air-minded" before the airplane industry can take its place beside the automobile industry which is catering to an "auto" minded public. In other words, what the air industry needs is more advertising.

Dr. Huebner in his address at the Detroit convention on the value of life insurance to the policyholders speaks of the fire insurance mindedness of the public and says: "Fire and marine insurance are taken as a matter of course. Property owners are not inclined to hope. They want security of mind—freedom of the curse of worry and fear. They have no desire to dampen their initiative and to gamble with chance." And he asks again the old question, why not protect against the death hazard, which is easily one hundred times as serious as the fire hazard, by taking out life insurance.

Why is not the public more life insurance minded?

An obvious reply to this is that human nature is essentially selfish; that when a man takes out fire insurance he is protecting his own property and when he is taking out life insurance he is

newspapers in their comments have referred to these refunds as if they were dividends of profits, like the stock dividends of money-making corporations. The language employed suggests the idea that a melon has been cut for the enrichment of that company's policyholders.

"Now this error is serious because it has a direct bearing on the question of taxation. It is appropriate and just that life companies should be taxed in order that the insurance departments of the various states may supervise the companies effectively. But the taxes levied indirectly on the policyholders of our life companies are far heavier than they ought to be. The national and state governments should recognize the fact that they are saved heavy financial burdens in consequence of the thrift of these policyholders. Hence misstatements regarding the character of the refunds made to policyholders are unfortunate, and cannot fail to give false impressions to those legislators who have not made a careful study of mutual life insurance, and who may therefore attach the ordinary meaning to a word which in life insurance has a technical meaning which is quite different."

protecting the value of himself to someone else.

But is this statement really true? Is it not all a matter of mental habit? We think it is.

When a man accumulates a property estate which is protected by fire insurance he is thinking of one of two things, or both: his own old age or his family who comes after him. Only if he were spending his money would he really be thinking selfishly. The very fact that a man accumulates makes him, unconsciously, an unselfish man. A truly selfish man would spend as he goes and let his relatives or the state take care of him in his old age.

So that after all it is only a matter of habit that a man takes out fire insurance as a matter of course and often has to be driven and pounded into taking a proper amount of life insurance protection.

But the fact remains that at the present time life insurance is not easily bought by the average man because he conceives of it as an unselfish act.

As civilization progresses the world will become more and more "life insurance minded."

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Frank A. Cotharin, who until his health failed two years ago, was one of the star producers of the Chicago agency of the Union Central Life, died at his home in Los Angeles Friday. He was 72 years of age. Mr. Cotharin was active outside of his business in his heyday time. He was interested in Republican politics and served as a delegate to the Republican national convention at Cleveland in 1924. He was a member of a number of organizations and had a wide acquaintance.

Arthur Coburn, vice-president of the North American Reassurance of New York, and president of the American Institute of Actuaries, received the sad news last week that his father had died at Edinburgh, Scotland, which was his home. His father was over 80 years of age.

George E. Lackey of Oklahoma City, general agent for the Massachusetts Mutual Life, was the largest personal producer for his company in 1928. Mr. Lackey wrote and delivered \$1,019,243, with an average policy of \$30,000 and premium income of \$48,174. He wrote 32 cases. Mr. Lackey has acted as chairman of the million dollar round table at the annual meeting of the National Association of Life Underwriters and is a former vice-president of that association.

Garfield W. Brown has been reappointed insurance commissioner of Minnesota for a six-year term. Mr. Brown was appointed commissioner last fall to succeed George W. Wells, resigned, whose term would have expired at this time.

William Doody, who succeeded W. C. Safford as Ohio superintendent of insurance a few weeks ago, after serving as deputy superintendent, has been appointed superintendent of claims of the American Liability & Surety of Cincinnati. This is the company which Mr. Safford joined as general manager. It is controlled by officials of the Western & Southern Life.

Emory H. Gustine, general agent for the National Fidelity Life in Sioux City, Ia., has never sent an application to his home office during his 10 years in the insurance business without a check attached. This is an unusual record, particularly since Mr. Gustine began this practice on entering the business.

Mr. Gustine went from the drug business into life insurance, and has always been with the National Fidelity. In 1926 and 1927 he led the entire agency force with a personal production of well over \$500,000. In 1928 he started a general agency, and with five men in the agency they wrote over \$1,000,000, while Mr. Gustine himself in addition to his duties in launching his agency, wrote over \$400,000 of personal business.

No agent in Mr. Gustine's office has ever turned in an application without a check. Mr. Gustine has paid particular attention in selecting his agents to get men who could finance themselves.

P. L. Girault, superintendent of middle western agencies of the Equitable Life of New York in Chicago, died in his home in that city last Sunday after a three-day illness with influenza. His death was sudden and unexpected, in that his doctors pronounced him well on the way to recovery shortly before he expired. Mr. Girault, called Tom to most men who knew him, was physically handicapped for many years of his life but had a brilliant mind and a charming personality. He was known nationally, both for the keenness of his thinking on life insurance matters and for the sunny nature that won men to him.

He was born in New Orleans in 1890.



P. L. GIRAULT
Late Equitable Life Leader

Twenty-two years ago he joined the Equitable in Chicago as a member of the clerical staff. In less than a year he was made a member of the Courtenay Barbour agency of the company, and was appointed an agency manager in 1918. In his capacity as manager he started from scratch. In 1920 his paid-for volume was approximately \$3,000,000. In 1928 it was, in round numbers, \$14,000,000. Mr. Girault was active in the Chicago Association of Life Underwriters and always was alert to influences making for the progress of the business and the men in the business.

The funeral services were held on Tuesday of this week. Interment was in Oakwood cemetery. Mr. Girault is survived by his widow, two daughters, his mother and one sister.

Dexter W. Corley, director of the Des Moines branch office of the New York Life since 1894, died at his home Jan. 18 at the age of 70. Death, which was due to a heart attack, was unexpected, and stopped a proposed business trip which Mr. Corley was planning to take very soon, together with Mrs. Corley.

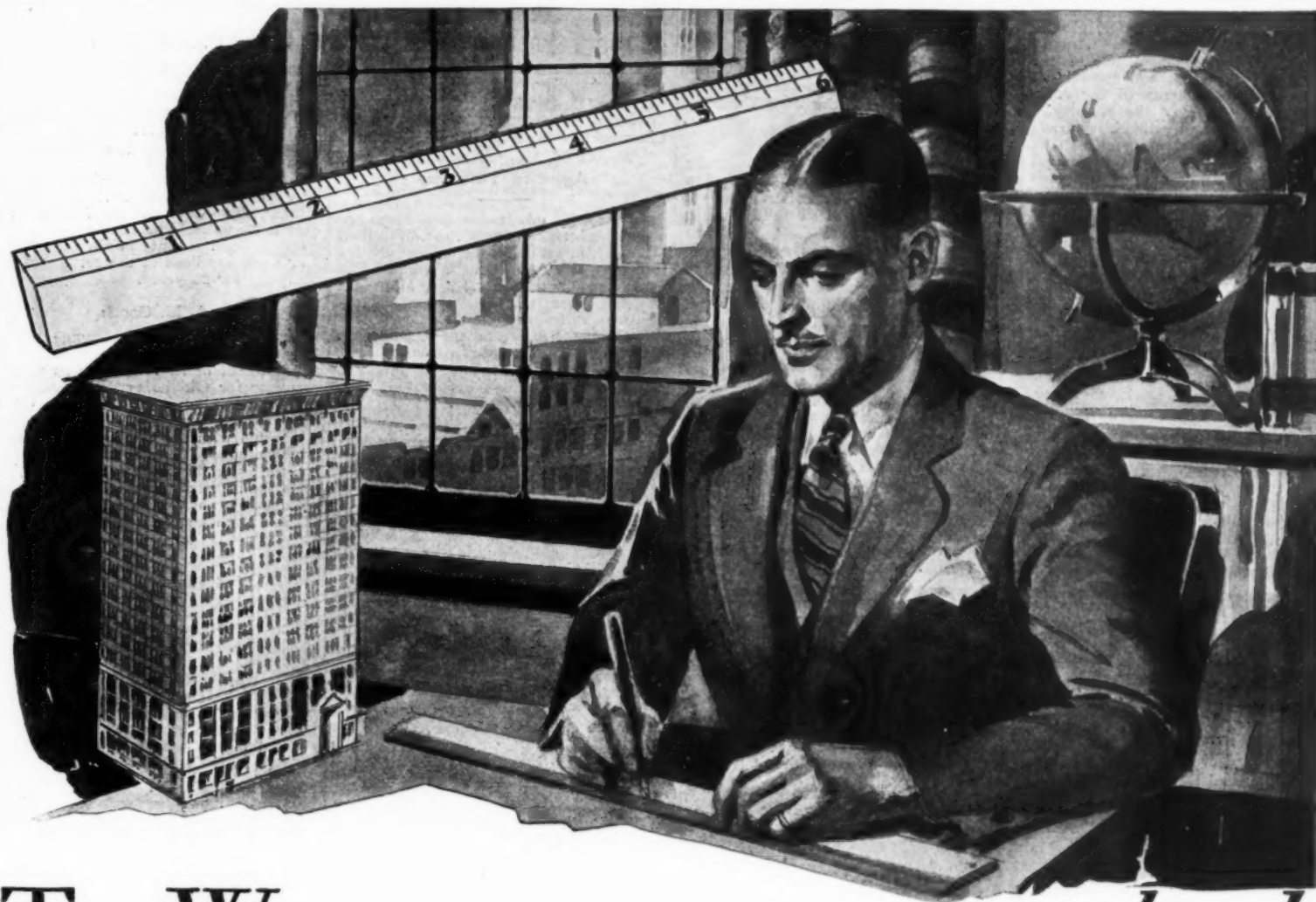
Frank P. Spiegel, general agent for the Minnesota Mutual Life at Evansville, Ind., and Miss Mary Theresa Burke of Boonville, Ind., were married last week at Evansville, where they will make their home.

Darby A. Day, Chicago manager of the Union Central Life, returned home this week from the hospital in which he had been confined for a fortnight with appendicitis. His physicians report him much improved, but believe an operation inadvisable at this time. His general health has improved and he is expected back at his office next week.

Arthur W. Pettit, who resigned some months ago as assistant general counsel of the Federal Life and head of its claim department, has opened a new adjusting office at A-2109 Insurance Exchange, Chicago, handling business for life and casualty companies, and giving especial attention to claims under the disability clause of life policies. He is also continuing the practice of law in insurance cases.

Mr. Pettit is well known to claim men all over the country, having served for a number of years as secretary of the Chicago Claim Association and for one year as secretary of the International Claim Association.

F. M. Hubbell, who founded the Equitable Life of Iowa in 1868, celebrated his 90th birthday quietly at his



Tom Wise creates a new yardstick— this time as a measure of Salesmen

TWO years ago Tom Wise was created. He was chosen as an imaginary character in search of the ideal company connection for a life insurance salesman. In his search he used a yardstick with which he measured the qualifications of the ideal company and, so doing, set up standards which the Inter-Southern accepted for its own ideals. Gradually Tom Wise became a very real person—the mouthpiece and mentor of the Inter-Southern.

In this capacity Tom Wise has created a new yardstick. This new yardstick is for measuring the ideal life insurance salesman. From month to month in these pages he will describe and discuss the qualifications needed by men who are to be effective as life insurance salesmen and counsellors.

Tom Wise's first yardstick was concerned

with the attributes necessary to the success of a life insurance company. His second yardstick will show the attributes necessary to the success of the individuals who make up the organization—particularly the men in the field. As you follow the measurements from month to month, perhaps you will apply this yardstick to your own qualifications. You will, no doubt, be interested in finding wherein you measure up to the ideal standards, as Tom Wise sees them, and wherein you fall short.



The philosophy represented by Tom Wise's first yardstick has been adopted by many institutions as a working creed. We believe the philosophy of the new yardstick will be accepted by life insurance salesmen who wish to make their service effective and their success sure.

INTER-SOUTHERN LIFE INSURANCE CO.

CAREY G. ARNETT, President

HOME OFFICES, LOUISVILLE, KY.

Capital, Surplus and Reserve for the Protection of Policyholders over \$18,000,000.00

home in Des Moines last week. Greetings from numerous old friends greatly delighted the old patriarch. Among kindly remembrances from out of the city were 49 telegrams and special delivery letters from agents of the company scattered all over the country.

Griff Johnson and H. E. Aldrich, vice-presidents of the company, and E. E. Cooper of the publicity department called on Mr. Hubbell and presented him with a sheaf of 1,248 special birthday certificates telling of more than \$3,500,000 worth of business written this month in honor of his 80th birthday.

At the age of 90 he is keen and alert, keeps abreast of the times and takes a live interest in public questions. He takes an automobile journey about the city frequently and calls occasionally at his office in the Equitable building. He retains the chairmanship of the board of directors of the Equitable Life and maintains a keen interest in the progress of the company that he organized 61 years ago.

Church E. Botten, secretary of the Federal Union Life of Cincinnati, has been made chief deputy auditor of Ohio. Mr. Botten will retain his place on a number of committees of the Federal Union Life. He will return to Cincinnati each Saturday afternoon when he

is in Columbus to take care of his duties with the Federal Union.

Jesse R. Clark, president of the Union Central Life, Cincinnati, has been chosen a director of the Ohio Chamber of Commerce.

Lloyd D. Powell, vice-president of the Security Life of Maryland, died of a heart attack this week at his home in Baltimore. He had been in ill health for some time. Mr. Powell, who was born in Norfolk 52 years ago, went to Baltimore 34 years ago, being one of the organizers of the Security Life. He is survived by his widow, Mrs. Ida M. Powell, and two brothers, Harry C. Powell and William M. Powell, both of Baltimore.

Robert King, for the last 20 years superintendent of agencies for the Boston Mutual Life, died at his home in Swampscott yesterday, aged 64. He began his insurance career as an agent with the John Hancock Mutual Life in Lynn. He became district agent for the Boston Mutual Life in 1909 and was made agency superintendent in 1919. He is survived by his widow, two sons and a daughter.

LIFE AGENCY CHANGES

HAS NEW BALTIMORE AGENCY

Connecticut Mutual Has Appointed Warren K. Magruder as General Agent in That City

Warren K. Magruder has been appointed general agent of the Connecticut Mutual Life at Baltimore, having jurisdiction over Maryland. This is a new office established in that city. Mr. Magruder has had more than 13 years of his experience with Franklin G. Allen, Baltimore general agent of the Connecticut Mutual. Mr. Magruder's headquarters will be in 1206 Continental building, Baltimore. It will be operated independent of Mr. Magruder.

Connecticut Mutual Changes

Following the resignation of E. Robert Shannon as general agent at Wilkes-Barre, Pa., to form a copartnership with Stanley K. Coffman to represent the Connecticut Mutual Life as general agents at Columbus, O., the Connecticut Mutual Life has decided to consoli-

date the territories of the Scranton and Wilkes-Barre agencies. The combined territory is to be in charge of Walter S. Buck, who is now general agent in Scranton.

Offices will be maintained in both cities. Charles M. Snyder, who has represented the Connecticut Mutual for nearly 38 years, will continue as associate general agent in Wilkes-Barre. Mr. Buck has been in the service of the company for 25 years.

A. M. Gooch

Vice-president W. H. Savage of the Great Republic Life, has announced the appointment of A. M. Gooch as agency manager for Oklahoma with headquarters in 1001 Petroleum building, Oklahoma City. Mr. Gooch was formerly connected with the Oklahoma Life, with which company he established a fine record for leadership in personal production. It is the intention of the Great Republic to develop an effective agency organization in that state.

S. R. Jackson

S. R. Jackson, formerly general agent for the Northern States Life in southern Indiana, has been appointed Arkansas manager with headquarters at Little Rock. The company has just entered the state. It now is operating in Indiana, Illinois, Ohio, Michigan, Minnesota, North Dakota, South Dakota, Nebraska, Missouri and Arkansas. It is stated that Iowa and Nebraska will be entered in the near future.

D. M. Lynch

D. M. Lynch, general agent of the Penn Mutual Life in Fargo, N. D., becomes the head of the agency organization work in North Dakota under a new plan just announced by the company. This plan is being extended to North Dakota in conformity with the general policy of the company to extend its whole field of activity.

Mr. Lynch has been engaged as a life underwriter in North Dakota for the last 23 years, 20 years of which have been spent as general agent and 17 years with the Penn Mutual.

Wellington D. Taylor

The Atlantic Life announced this week the appointment of Wellington D. Taylor as general agent at Jackson, Mich., his territory including 11 outlying counties in addition to that city. Mr. Taylor, who is a graduate of the University of Michigan, was branch office manager at Jackson for a year or two for the International Life. He was previously with the Bankers Reserve Life there for a short period.

F. L. Cassidy

Fred L. Cassidy has been appointed assistant manager of the Olympian ordinary agency of the Prudential in Seattle. He is to be in charge of the newly organized brokerage department, handling sub-standard cases for all life underwriters. G. Austin Thayer is manager of the agency.

Vining T. Fisher

Vining T. Fisher, for several years a member of the Pacific Mutual agency force in the Oakland, Cal., district and president of the East Bay Life Underwriters Association, has been appointed associated general agent of the Oakland agency of the Connecticut Mutual Life, where he will be associated with R. H. Mouser.

Richard T. Smith

Richard T. Smith, who has been manager of the life and accident group department of the Travelers branch in Kansas City, Mo., has been transferred to Detroit as manager of the life de-

A SUCCESSFUL RECORD

FROM its inception the Indianapolis Life has been a Purely Mutual Company, operated for the use and benefit of its Policyholders. There are no Stockholders. It can not be bought, traded or sold. During the twenty-three years of its life, the Company has been progressive and prosperous. It has kept the faith with its Policyholders and agents. It has lived up to its promises. It has furnished insurance at a very low net cost. Its dividend record is unexcelled. It has the confidence and respect of its competitors and the general public. It is still guided by the Officers who started the Company twenty-three years ago. It has a loyal and faithful agency organization, and it is permanently established in its own home office building.

In the future as in the past, the Company will keep within the lines of safe underwriting. It will indulge in no doubtful experiments. It will endeavor to keep quality, service and safety above mere size.

| | |
|------|---------------|
| 1905 | \$325,000.00 |
| 1906 | 1,281,909.93 |
| 1907 | 2,158,315.62 |
| 1908 | 2,344,449.12 |
| 1909 | 3,037,135.59 |
| 1910 | 3,760,337.71 |
| 1911 | 4,451,264.48 |
| 1912 | 5,756,690.86 |
| 1913 | 7,011,554.27 |
| 1914 | 8,655,788.49 |
| 1915 | 10,231,921.21 |
| 1916 | 12,021,820.06 |
| 1917 | 13,665,053.54 |
| 1918 | 15,532,346.26 |
| 1919 | 20,456,374.44 |
| 1920 | 27,006,018.90 |
| 1921 | 31,275,345.88 |
| 1922 | 35,236,427.74 |
| 1923 | 40,882,131.98 |
| 1924 | 46,628,369.17 |
| 1925 | 54,432,038.01 |
| 1926 | 64,065,397.61 |
| 1927 | 75,257,687.64 |
| 1928 | 86,500,000.00 |

CALIFORNIA

The Company has just been licensed in California. We give direct Manager's or General Agent's contracts to desirable men for as much territory as they can profitably handle. Here is an opportunity for men who wish to build a general agency with a successful, growing, Mutual Company.

Agency openings in Indiana, Illinois, Michigan, Ohio, Texas, Iowa, Minnesota, Florida and California.

For Particulars address Frank P. Manly, President

Indianapolis Life Insurance Company

INDIANAPOLIS, INDIANA

partment. Charles H. Church, Sr., formerly assistant manager in Kansas City, will become manager.

Mr. Smith has been president of the Life Underwriters Association of Kansas City for the past year. Hurley S. Daley, general agent of the Connecticut Mutual, succeeds to the presidency of the association.

J. Vernon Casey

J. Vernon Casey, Madison, Wis., has been appointed manager of the central Wisconsin district branch for the North American Life of Chicago, with headquarters at Madison. He formerly was with the Neckerman agency at Madison and later represented the Mutual Life of New York.

Herbert R. Hill

The Life of Virginia announces the appointment of Herbert R. Hill as supervisor of ordinary agencies for northern Virginia with headquarters at Richmond. Mr. Hill has been holding a position in the home office for the past two years.

Stanley Spragens

The Shenandoah Life is opening a general agency in Cincinnati with Stan-

ley Spragens, general insurance agent, who has recently taken a whole floor in the American building, as general agent. The company is conducting a school daily in Mr. Spragens' office on life insurance salesmanship which is being attended by about 50 prospective agents.

Life Notes

The John Hancock Mutual has been licensed in Colorado.

Jean R. Kinder has been made a director of the Midwest Life of Nebraska. Y. E. Sanders of Fort Dodge, Ia., has been appointed district agent of the Aetna Life.

William Seidel, who has been for 10 years with the Metropolitan Life at Denver, has been appointed district agent of the Continental Life of St. Louis at Hot Springs, Ark.

The George M. Quigley general agency of the Provident Mutual Life at Denver has moved into large offices on the tenth floor of the Patterson building. This agency is one of the progressive and fast growing Denver organizations.

George Kolb, Jr., announces the removal of his offices in Detroit to the new Union Trust building from the Buhl building. Mr. Kolb is a representative of the Northwestern Mutual Life and a creator of life insurance estates. He is one of Northwestern's biggest producers in Detroit.

EASTERN STATES ACTIVITIES

MYRICK URGES COOPERATION

About \$750,000,000 of Life Insurance Covered by Trust Agreements—Need Trained Men

Close cooperation between banks, trust companies and life insurance companies was stressed in a recent address by Julian S. Myrick, president of the New York State Life Underwriters' Association, before the officers and personnel of the Central Union Trust Company of New York. Mr. Myrick stated that some \$750,000,000 of life insurance is now covered by trust agreements, held by American banks and trust companies, and that the figures would mount up to billions before many years.

Conservation Important Thing

"We care not whether the insured conserves his insurance estate through life insurance companies or through trust companies or banks, so long as he does it," Mr. Myrick said. "There should be no competition between the two institutions. They should work together and supplement each other's efforts by the closest sort of cooperation."

The speaker called attention to the need of developing a carefully trained personnel for this work. Advertising alone is inadequate. Results of a constructive sort from the standpoint of the insurance company, the bank or trust company and the public, can only be achieved by developing well considered sales practice in the approach to regular customers of the bank or trust company, the general public or the insurance underwriters.

Connecticut Insurance Day

A meeting of the Connecticut Insurance Day committee was held in Hartford, on Jan. 18. George L. Hunt chairman of the committee, presided. It was voted to hold the annual insurance day meeting Friday, March 15, at the Hotel Bond in Hartford.

The committee in charge of the program consists of Col. H. P. Dunham, insurance commissioner; C. S. Kremer, secretary Hartford Fire; George E. Risley, superintendent of agents Connecticut General Life; Charles Page, representing the field club; Edward Dotson, New London; Nelson Painter, president Hartford Association of Life Underwriters; George L. Hunt, representing the life interests; Donald L. North, New Haven; T. D. Faulkner, Hartford.

FIELD SCHOOL IS IN SESSION

Connecticut General Life Men Are Studying Policies and Selling Methods

A field school under the direction of the Wilkes-Barre, Pa., agency of the Connecticut General Life is now in session in Allentown, Pa.

L. B. Hendershot, educational director of the Connecticut General, is giving the lectures, assisted by C. M. Gardiner and Roger Risley of the home office and G. B. McCollom of the Wilkes-Barre agency's Allentown office. Special instruction in group insurance is to be given by J. Lee Ritch and L. E. Case of the home office.

The first week of the school was devoted to accident insurance. Lectures are given in the mornings and actual field work in the afternoons. The second week of the school will be chiefly given over to a study of life insurance, its principles and policy analysis, and the third week group insurance will be stressed.

Eleven men from Allentown, Williamsport, Scranton and Wilkes-Barre are attending the school.

AGENCY CONVENTION HELD

Continental American Life Had Its Leaders in at Its Meeting at Home Office

The Continental American Life of Wilmington, Del., held its agency meeting at the head office last week. Arthur B. Chaney of Philadelphia, who is the leading producer, presided. William P. White of Wilmington, Del., is vice-president, he being second in the list. President Philip Burnet analyzed the new financial statement and drew some important facts from it. Secretary D. E. Jones spoke about the new preferred class policies applying to those who buy their insurance in larger units. He said that these policies include not only the ordinary life but the business insurance policy, income endowment, life paid up at age 65, 20 payment life, 15 payment life and 10 payment life.

B. C. Vincent of Wilkes-Barre was awarded the loving cup and the Wilkes-Barre staff was presented with 14 shares of the Continental American Life as the winner of the 1928 championship contest. Carl C. Twigg, E. C. Burt and J. D. Carey of the Baltimore office won

Exceptional Opportunity

for experienced men of General Agency caliber for territory in Texas and California. If you are a good personal producer, a hard worker with good character and standing, and really want to make a place for yourself in the life insurance field, you are just the man we want. An opportunity to get an old time General Agency contract with non-forfeitable renewals with well established Middle Western life insurance company. Inquiries treated confidential. Our own agency force has been advised of this ad. Address H-75, care The National Underwriter.

FIRST IN ILLINOIS

Of all the Illinois legal reserve companies, the CHICAGO NATIONAL LIFE wrote more new business in its Home State in 1927 than any other company. Here is the record, with the companies ranked according to their new business in Illinois during 1927:

| Rank | Name of Company | Began to Write Business | Age, Years | New Business Written in 1927 |
|------|------------------------------|-------------------------|------------|------------------------------|
| 1 | CHICAGO NATIONAL LIFE | 1922 | 6 | \$18,072,785 |
| 2 | National Life, U. S. A. | 1868 | 60 | 16,956,234 |
| 3 | Federal Life | 1900 | 28 | 16,112,974 |
| 4 | Illinois Life | 1893 | 35 | 14,893,371 |
| 5 | Continental Assurance | 1911 | 17 | 13,722,606 |
| 6 | Peoria Life | 1908 | 20 | 10,546,510 |
| 7 | Life & Casualty Co. | 1926 | 2 | 10,183,295 |
| 8 | Franklin Life | 1884 | 44 | 7,109,361 |
| 9 | Mutual Trust Life | 1905 | 23 | 6,917,768 |
| 10 | American Bankers | 1907 | 21 | 6,114,468 |
| 11 | Old Colony Life | 1907 | 21 | 4,832,612 |
| 12 | North American Life | 1907 | 21 | 3,617,400 |
| 13 | Abraham Lincoln Life | 1920 | 8 | 3,433,533 |
| 14 | Central Life of Ill. | 1907 | 21 | 3,410,787 |
| 15 | Peoples Life of Ill. | 1908 | 20 | 3,306,482 |
| 16 | Mississippi Valley | 1927 | 1 | 2,580,732 |
| 17 | Cosmopolitan Life | 1927 | 1 | 2,395,000 |
| 18 | Victory Life | 1924 | 4 | 2,296,017 |
| 19 | Twentieth Century Life | 1927 | 1 | 2,277,704 |
| 20 | Rockford Life | 1910 | 18 | 2,204,947 |
| 21 | Springfield Life | 1924 | 4 | 2,107,839 |
| 22 | Washington Fidelity | 1926 | 2 | 1,836,273 |
| 23 | Liberty Life | 1921 | 7 | 1,489,525 |
| 24 | Citizens National | 1927 | 1 | 1,017,654 |
| 25 | Northwestern Union | 1923 | 5 | 706,605 |

In other words, the CHICAGO NATIONAL LIFE made a better production record in Illinois in its sixth year than was made by any other Illinois company, the majority of whom are from two to ten times older than it is. The preference thus shown for the CHICAGO NATIONAL LIFE by people in a position to know it best is an advantage that should appeal to agents. Open territory for General Agents in Illinois, Indiana, Iowa, Kentucky, Missouri and Kansas.

CHICAGO NATIONAL LIFE INSURANCE COMPANY

202 South State Street Chicago, Illinois
Write A. E. JOHNSON, Vice-Pres. and Gen'l Manager

EXPANSION

M
A
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P
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R

These are the keywords in the program of development of ATLANTIC LIFE of Richmond, Va.


ATLANTIC LIFE is truly a field man's company. Our new President, Angus O. Swink, comes to us with a keen understanding of the field man's problems gained through the experience of a score of years in building a great Southern Agency.

Prospective General Agents, men who wish to throw in their lot with a strong growing Company, will find that

"Honestly, It's the Best Policy."

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ATLANTIC



SOUTHLAND LIFE INSURANCE COMPANY

HOME OFFICE DALLAS, TEXAS

HARRY L. SEAY, President

Over \$127,000,000 Insurance in Force

Some very desirable territory still open in its home State—Texas. Exceptional Opportunity for the right man in Tennessee, Minnesota, Indiana, Oklahoma, Mississippi, California and Missouri. The Southland's agents receive wholehearted Home Office cooperation. For Information Address:

CLARENCE E. LINZ, Vice Pres. and Treas.
DALLAS, TEXAS

the second place. John E. Harris, manager of Reading, Pa., gave a talk, as did F. E. Gendron of Philadelphia and W. P. Worthington, manager of the Wilmington, Del., branch.

Policyholder Not Liable

Held that, if an insurance agent without knowledge or consent of his client obtains a policy of insurance concerning the latter, that alone gives no right to the agent to claim reimbursement for any outlay made in payment of the premium thereon. In such action where it appears that the policy was not delivered to defendant until eight months after its issuance, at which time defendant refused acceptance, that the policy was left at defendant's office in his absence, that he returned it to the company and notified them of his nonacceptance, and that the company refused the returned policy, holding that the premium was paid by the agent and that the policy was in force, and sent it to defendant's attorney, who thereafter retained it until the time of trial, the failure of defendant to take further action with reference to the return of the policy was not a ratification of the act of the agent in securing it and did not make defendant liable for the premium voluntarily paid by the agent without authority from defendant. *Firpo vs. Slyter*, Ct. of Appeals, Calif. 1st Dist. Div. 1.

Provident Mutual Agency Meets

The Provident Mutual Life general agency for southwestern Ohio, which covers 40 counties, held its annual meeting in Cincinnati. The entire agency force of 32 was present. Walter D. Cross, assistant to the manager of the Provident Mutual, was the speaker. S. P. Ellis, general agent, announced that Charles H. Tushingham, the company's educational superintendent, will speak at the agency's next meeting, Feb. 11, in Cincinnati.

Revoke Pennsylvania Charters

Proceedings have been started in the Dauphin county court by the attorney general of Pennsylvania to revoke the charter of the Progressive Beneficial

Association of Tarentum. The action was started at the request of the insurance department, which claims the company is insolvent. Its assets are given by the state at \$30 and liabilities \$200.

The court has revoked the charter issued to the Acme Beneficial Society, Philadelphia, which has been merged with another association. Action was started also by the department to have the charter revoked, which is held by the National Safety Insurance & Trust Company, Philadelphia. This company has been non-operative for 65 years.

Quo warranto proceedings instituted by the Pennsylvania department have resulted in two companies losing their state charters. The companies are the Acme Beneficial Association of Philadelphia and the United Aid Society, also of Philadelphia.

Hillsman Taylor Fraternity Speaker

Hillsman Taylor, president of the Missouri State Life, was the principal speaker at a dinner of the Kappa Alpha Southern Club in New York last Saturday night.

Commander Richard E. Byrd, now exploring the Antarctic regions, a member of this fraternity, radioed his greetings, which were read before this distinguished gathering. He informed his fraternity brothers that the Kappa Alpha flag is being carried in the South Pole expedition.

Mr. Taylor, in his address, discussed the great economic changes being wrought in this country today. The country, he said, is rapidly becoming transformed from an agricultural into an industrial nation, while methods of transportation are undergoing a "revolutionary" change.

Beers Was a Speaker

BUFFALO, Jan. 24.—William H. Beers of Beers & DeLong, New York City general agents of the Mutual Benefit Life, was the principal speaker at a dinner which was the concluding event of a successful two day convention of the Clay W. Hamlin agency here. Salesmen in the large Buffalo territory met for the first time since Mr. Hamlin became general agent for the region, succeeding Johnson & Monsen.

IN THE MISSISSIPPI VALLEY

MIELENZ AGENTS CONFER

Milwaukee General Agency for Aetna Holds Three-Day Meeting to Discuss Problems

MILWAUKEE, Jan. 24.—Three days of intensive study, addresses and discussions of the policies and program for 1929 were recently on the schedule for agents of the Albert E. Mielenz general agency for the Aetna Life at Milwaukee.

The conference was divided into three subjects, accident and health, life, and group life. Mr. Mielenz opened each subject, telling of the company's and the agency's program for 1929 for each division of the business.

Agents and supervisors in the agency then took up various points about the three lines of the business and discussed them. S. S. Ogilvie, adjuster for the central division, Chicago, was on the program for the accident and health group, and discussed "Claims."

Supervisors of the agency who were on the program included: Alvin Moser, Milwaukee, supervisor for Milwaukee county; H. C. Berger, Wausau, supervisor for northern Wisconsin; H. A. Moehlenpach, Milwaukee, supervisor for eastern Wisconsin.

Home office representatives of the group department, at Milwaukee, included M. G. Huber, A. M. Nilles, W. A. Van Dyck, and R. W. Dwyer, and they took care of this end of the program, being assisted by Lewis Ocain of Racine.

HYDE MAY SERVE OUT TERM

Disability Causes Missouri Governor to Ask Change in Law as to Commissioner's Tenure

JEFFERSON CITY, MO., Jan. 24.—An intimation that Ben C. Hyde, superintendent of insurance of Missouri, probably will be permitted to finish his term of office was contained in Governor Henry S. Caulfield's initial message to the legislature. Mr. Hyde's term will expire July 1. It is certain that he will not be renominated, as he has been an invalid for nearly two years and is not capable of performing his duties.

Governor Caulfield stated that the state's experience with Superintendent Hyde shows that the governor should have a larger measure of control over appointive officers in the various departments.

"The need for this," he said, "is aptly but unhappily presented by the situation existing in the insurance department. Nearly two years ago, the superintendent was stricken with paralysis. While his recovery was expected, his affliction has persisted to such an extent that he has never been able to speak or write. Under the law, the governor had no power to deal with the situation save only to suspend him, subject to future advice and consent of the senate. Such suspension would have been useless, because there existed no power in the governor to appoint a successor until the senate could

meet and approve. Thus a situation has existed, beyond the power of anyone to reach, which was distressing to the family and friends of the superintendent as well as to the governor, and which was not beneficial to the public service.

"May I most respectfully urge the general assembly to forthwith amend the insurance law so as to provide that the insurance commissioner shall hold office at the pleasure of the governor."

The main candidates for the commissionership are George E. Hackmann, former state auditor, who is now connected with the St. Louis agency of the Guardian Life of New York, and Joseph B. Thompson, an agent for the Sentinel Life of Kansas City and formerly secretary to Arthur M. Hyde, president of the Sentinel Life, when he was governor. He has the backing of Mr. Hyde and his associates.

FISCHER AGENCY GATHERS

Massachusetts Mutual Men Hear Vice-President Behan and J. H. Dingle Talk

The annual convention of the St. Louis agency of the Massachusetts Mutual Life was held Monday, Joseph C. Behan, vice-president of the company, being among the speakers.

Walter B. Weisenburger, president of the St. Louis chamber of commerce, spoke on "The New St. Louis" at the luncheon meeting.

The convention was in the nature of a sales conference for the agents of the St. Louis district, which includes a large part of eastern Missouri and a section of southern Illinois.

William H. Van Sickler, president of the St. Louis Agents Association, and Ralph D. Lowenstein, vice-president, were the presiding officers of the meeting. Chester O. Fischer, St. Louis general agent, was the toastmaster at the banquet. He is general agent for the company in St. Louis. Frank T. McNally of Minneapolis, Minn., was the speaker at the banquet. His subject was "Skeezix."

Following some preliminary remarks by Chairman Van Sickler at the opening session, Vice-President Behan delivered an address on "The Massachusetts Mutual Life in 1928 and 1929" in which he discussed the accomplishment of the past year and the outlook for the coming 12 months.

John H. Dingle Speaks

Mr. Behan was followed by General Agent Fischer, whose subject was "The St. Louis Agency 1928 and 1929." Lawrence E. Simon of New York spoke on "Ideas for Interviews with Prospective Buyers of Life Insurance." Mr. Simon delivered \$5,500,000 in new business last year.

The afternoon gathering was in the nature of a round table discussion, the general theme being "Echoes from the Firing Line." At this session John H. Dingle, a member of the Bokum & Dingle Massachusetts Mutual general agency in Chicago, spoke on "My Most Interesting Case in 1928."

The election of officers was held at the close of this meeting.

The out of town guests at the banquet in the evening included: E. Leo Smith, Mattoon, Ill., general agent; William A. Gillespie, La Salle, Ill., general agent; Ralph W. Elkins, Springfield, Mo.; Otis V. Wheeler, Silex, Mo., and E. B. Moreau, Ste. Genevieve, Mo.

KANSAS CITY COURSE OPENS

College of Commerce Class to be Addressed by Prominent Men in Business

KANSAS CITY, MO., Jan. 24.—The insurance course of the Kansas City College of Commerce will open Friday with the second course given by that institution. The Kansas City College

of Commerce will become a unit of the Lincoln & Lee University. The course has been amplified and perfected, and draws from the most prominent men in the profession here for its instructors. The classes will be held each Friday evening for 16 weeks, with Howard Campbell of R. B. Jones & Sons in charge of the first 11 classes, and John C. Higdon of the Business Men's Assurance instructor in charge of the remaining classes.

Grant and Hudson Speak

At the opening session W. T. Grant, president of the Business Men's Assurance, will discuss "Personal Insurance." Murat Boyle, insurance attorney, will lecture on "The Uses of Insurance." Other lecturers will be Wilbur F. Maring, Jr., secretary of the Insurance Agents Association of Kansas City; J. O. Gill of the Missouri Inspection Bureau, Myron N. Platt of the Travelers, Dennis Hudson of the Central Surety, James Van Buren of the Fidelity & Deposit, and Frank Gentry of the New England Mutual Life.

The insurance advisory committee of the school is as follows: Thomas S. Ridge, Jr., president of the Insurance Agents Association; W. F. Maring, Jr., Richard T. Smith, president of the Life Underwriters Association of Kansas City; Charles L. Scott, national committeeman of the National Association of Life Underwriters; Cliff C. Jones, chairman of the insurance committee of the chamber of commerce.

MASSACHUSETTS MUTUAL AGENCY BREAKS RECORD

The Kansas City agency of the Massachusetts Mutual Life met in an agency convention last week with 33 men from western Missouri and eastern Kansas in attendance. Charles L. Scott, manager, had charge of the meeting. J. C. Behan, vice-president in charge of agencies, and Dr. Morton Snow, chief medical director, conducted the sales conference for the home office.

The agency was able to report that the first half of January, 1929, it had written twice as much as during the whole month of January, 1928. A distinct feeling of optimism prevailed at the meeting, and according to Mr. Scott they expect 1929 to be one of the biggest years in the business.

Drury Was a Speaker

L. V. Drury, manager of the Sun Life of Canada, with headquarters at Alton, Ill., was one of the principal speakers at the regional meeting of Exchange Clubs held in Jacksonville, Ill. Mr. Drury is state secretary of the Affiliated Exchange Clubs of Illinois.

The Alton division of the Sun Life made rapid progress during 1928. On the completion of its second year it has over 40 representatives. Mr. Drury won the Brandon trophy, a beautiful sterling silver tea service offered by the company to the manager of the division attaining the highest percentage of its allotment during the year.

State Life Moves to Loop

After having had its home office on Chicago's west side for the last several years, the State Life of Illinois has moved into the loop again, to the City State Bank building on North Wells street. The building it has occupied on the west side will be sold. There have been no personnel changes in the company. Its president is E. E. Rullman.

Aid Thrift Week Drive

An appeal to the public to recognize life insurance as an essential part of any thrift program was made through the daily newspapers on Jan. 19 by the Life Insurance Managers & General Agents Club of St. Paul. This was the club's contribution to the Thrift Week observance.

At the annual meeting an engraved testimonial was signed by the officers



A Magnificent Field Hardly Touched

Only 1,500,000 employees have group sickness and accident insurance, while 5,000,000 are protected against death.

Yet the need for sickness insurance was one of the earliest and strongest motives prompting employees to organize. Now that it can be secured at wholesale rates, they are glad to pay the cost.

Of the fifty-seven companies insuring against death, only eight insure against sickness and accident. For prospectus call our local office or write to the

Connecticut General Life Insurance Company
Hartford, Conn.

W. L. MOODY, JR. President
W. L. MOODY, III Vice President
W. J. SHAW Secretary
SHEARN MOODY Vice President
T. L. CROSS Vice President

American National Insurance Company

HOME OFFICE:

GALVESTON, TEXAS

\$511,355,241.00 INSURANCE IN FORCE

We Have Openings for Live Men in

| | | |
|------------|----------------|---------------|
| California | Michigan | Tennessee |
| Colorado | Minnesota | Texas |
| Georgia | Missouri | Virginia |
| Kansas | North Carolina | Washington |
| Kentucky | South Carolina | West Virginia |

ORDINARY—INDUSTRIAL GROUP—HEALTH AND ACCIDENT

Liberal First Year and Renewal Commissions
Up to Date Policies—Non Medical—Group and Special Low Premium Plans Offering New and Attractive Features.

If Interested Address

AMERICAN NATIONAL INSURANCE CO.

Agency Manager, Ordinary Department
GALVESTON, TEXAS

STATE MUTUAL LIFE ASSURANCE COMPANY

OF
WORCESTER, MASSACHUSETTS

ANNOUNCES AS OF JANUARY 1, 1929
**NEW AND INCREASED LIMITS
AFFECTING AGE GROUPS
AND
AMOUNT OF INSURANCE CARRIED**

INCORPORATED — 1844
AND NOW IN ITS
EIGHTY-FIFTH YEAR OF SERVICE

Recruiting, Training, Supervision

These three in 1928, using proven plans and methods, gave to this Company the largest volume of business, and the greatest percentage of gain, in its history.

In 1929 this process of selecting and creating agency organizers and professional life insurance counsellors will be continued, and additional aids to Agents' success will be supplied to our Field organization.

We have places for men and women, of the right type, who ardently desire success.

Wm. A. Law, President
Wm. H. Kingsley, Vice President
Hugh D. Hart, Vice President

THE PENN MUTUAL LIFE INSURANCE COMPANY

INDEPENDENCE SQUARE
PHILADELPHIA, PA.

Founded 1847

and will be transmitted to W. W. Klingman, felicitating him upon his appointment as a vice-president of the Equitable Life.

Gallagher Kiwanis Club Speaker

Joseph T. Gallagher, assistant superintendent of claims for the Northwestern Mutual Life, addressed the Milwaukee Kiwanis Club last week, the occasion being a welcome to officials of North Milwaukee, which was recently annexed to Milwaukee. He spoke on "Milwaukee of the Future."

Illinois Life Convention

The convention of the southwestern department of the Illinois Life at Kansas City was an unqualified success. Two business sessions were held Friday. Saturday was devoted to conferences at the Kansas City offices with Roger Davis, the manager, in charge.

Four home officials represented the company at the gathering and took part in the program. They were R. W. Stevens, president; Dr. George Cullen, medical director; J. F. Williams, vice-president, and P. L. Sausser, supervisor of agencies.

W. A. Bachman, who had qualified for the presidency, requested that he be excused from presiding, as he had not recovered from the effects of a recent experience when he and H. E. Bower were snowbound in the country. His place was taken by R. B. Daniel, third vice-president of the southwestern department club.

A banquet, attended by 65 members and guests, was held Friday evening.

Changes to Palladium Life

The Friendly Service Insurance Company of Minneapolis has changed its name to the Palladium Life.

Seek Mutual Association Promoter

William A. Adcox of East St. Louis, Ill., president of the defunct Equity Mutual Association, is being sought by the police of East St. Louis on complaint of Mrs. Ann Schneider, who charges that Adcox continued to collect money from her on an insurance policy with the association after it had been outlawed by the general assembly of Illinois.

North Dakota Outstanding

Improvement of general conditions in 1928 in North Dakota as reflected in the sale of life insurance was far greater than in the United States as a whole, O. J. Arnold, Minneapolis, president of the Northwestern National Life, said at the annual meeting of the North Dakota agency in Fargo.

Hobbs Appoints Assistants

Charles F. Hobbs, Kansas insurance commissioner, has announced the appointments of the major positions in his office, as follows: Assistant superintendent, George M. Brewster, Topeka; actuary, Lyman King, Topeka, and claims attorney, W. E. Davis, Jr., Fredonia.

There will be changes in the clerical force of the department later. Mr. Brewster is a young lawyer of Topeka. His father formerly was attorney-general and his brother is county attorney of Doniphan county. Lyman King has been an agent for the New England Mutual life. W. E. Davis, Jr., is a young lawyer, the son of a former state auditor.

Farewell Dinner for Dumont

Insurance men who have worked with John R. Dumont in the four years he served as Nebraska insurance commissioner gathered in Omaha this week to honor him at a farewell banquet. He will leave for New York shortly to become secretary and manager of the Interstate Underwriters' Board.

Mr. Dumont replied to toasts offered by H. E. Worrell of the Omaha Life,

Help! Help!

THIS is not a cry for help.

It is an offer.

We offer to help any one who measures up to our requirements and who is not connected with any other company—help him to write more business and therefore to make more money.

We can't go out and write the business, but we can—and do—get prospects ready to be written.

We do this by Direct Advertising to prospects whose names are sent to us by agents.

Our system has been praised by authorities—and, what is more important, it has worked with marked success for those agents who have used it according to directions.

It is composed of letters and booklets on the various needs for Insurance, so that an agent may select the material which best suits his prospect.

Any one, not now under contract, who wishes to learn more of this modern way of writing more business, will receive the facts if he will put his name and address on the lines below and send them to us. (Signing on these lines will cost nothing.)

.....
Name

.....
Address

Great Northern Life Insurance Company

110 S. Dearborn St.
Chicago

Frank T. B. Martin, president of the Insurance Federation of America, and

Frank E. Helvey of the Nebraska Federation.

IN THE SOUTH AND SOUTHWEST

PREMIUM REFUND ORDERED

Court Rules Against American National Delivering Policies to Mexicans in Texas City

AUSTIN, TEX., Jan. 24.—American insurance companies doing business in Mexican towns all along the Texas-Mexico border may eventually be affected, with large sums of money involved, by a ruling made this week by the court of civil appeals at El Paso in affirming judgment for \$17,180 against the American National of Galveston in favor of 800 natives of Mexico.

The court held the American National must refund all premiums collected from the 800 residents of Mexico on insurance policies because the company was not listed to do business in Mexico. The company contended that it handled the Juarez, Mex., business on the American side of the Rio Grande, mailing the applications from El Paso, Tex., across the river from Juarez, and issuing the contracts in Galveston and receiving the policies back at that place.

Will Appeal Case

The plaintiffs in the action replied the company solicited and collected for the policies in Juarez and delivered the policies in El Paso. The court of civil appeals held that this constituted "doing business in Mexico," which the company had no license to do. The company stopped writing policies for Juarez residents in 1925 when a federal law requiring such licenses was passed, but the policyholders discovered then the existence of a prior and similar law.

The American National has announced that it will appeal to the Texas supreme court.

No Authority for Act

FRANKFORT, KY., Jan. 24.—Federal Judge Cochran at Frankfort, Ky., ruled this week that Commissioner Sausley did not have authority to suspend the agent's license of E. N. Caldwell of Glasgow, Ky., agent for the Northwestern Mutual Life of Milwaukee, on the charge of "twisting."

Mouton Appointed to Commission

Fernand Mouton of Lafayette, former lieutenant governor of Louisiana, has been made a member of the Louisiana insurance commission by Governor Huey P. Long.

Tulsa Life Licensed

The Tulsa Life of Tulsa, Okla., has been licensed by the Oklahoma department. It has authorized capital of \$50,000, \$10,000 of which is paid up.

ORGANIZATION PROGRESSING

Southern Old Line Life, New Texas Company, Develops Financially and Agency-wise

Organization work of the Southern Old Line Life of Dallas, Tex., is progressing rapidly. C. C. Slaughter is president and chairman of the board and J. C. Everett is vice-president and general manager. The company is signing stockholder policyholders and developing an agency plant, and announces its goal as \$5,000,000 of insurance in force at the end of its first year of operation.

President Slaughter is a Texan, a cattleman who is well known in the state. Mr. Everett is an insurance man who several times has paid for \$1,000,000 of personally produced business in a year. He is president of a health and accident company, the Provident of Texas, and also is president of the Southern Finance Corporation.

In a statement just issued the company says: "The officers of the company believe that there is room in Texas for additional old line life insurance companies, and this one has been formed with the idea of meeting the need in the state for such insurance. This is entirely a Texas institution and one of its purposes is the keeping of Texas money in the state to aid in its upbuilding."

"Our participating stock policies and our agency plan are proving highly popular, and we confidently expect to make a record in our first year. Two shares of stock are given with each \$1,000 policy, with only one policy to a person, which will result in a widespread representation of interested policyholders in a short time. This will mean better agents and a stronger company."

Lackey Agency Meeting

About 30 producers of the George E. Lackey agency of the Massachusetts Mutual Life at Oklahoma City attended a two-day meeting Friday and Saturday. Saturday noon the entire agency attended the meeting of the Oklahoma Association of Life Underwriters.

Two home office officials, J. C. Behan, second vice-president in charge of agencies, and Dr. Morton Snow, medical director, and Henry W. Abbott, general agent for the company at Pittsburgh, whose annual production runs above the million mark, were in attendance.

Mr. Abbott spoke for six hours before one of the most interested and enthusiastic groups of life underwriters ever assembled in the state, Mr. Lackey stated.

PACIFIC COAST AND MOUNTAIN FIELD

L. H. LAWRENCE IS ADVANCED

Has Been Appointed Los Angeles Assistant Manager of Missouri State Life

L. H. Lawrence has been appointed assistant manager of the Missouri State Life in Los Angeles. He attended high school at Doland, S. D., and State College at Brookings, S. D. He established his own mortgage company at Thief River Falls, Minn. In 1922 he became associated with the Clancy, Butters & Lawrence general agency, which connection he retained until he went with the Missouri State Life in 1923 at Des Moines as general agent. He moved to

Glendale, Cal., in 1927 and in August of last year was appointed agency special.

Casler Brokerage Supervisor

Nate B. Casler, well known in insurance circles of San Francisco, has been appointed supervisor of the newly established brokerage department of the Aetna Life, according to announcement of E. H. Lestock Gregory, general agent.

Ries in New Position

Howard Ries has now taken his new position as general agent of the Columbian National Life at Seattle. For a number of years he has been in agency

The Reason will interest you if

in
ten years

12
TIMES

THE
INSURANCE
IN
FORCE

If you are interested in selling life insurance you will be interested in the key to the Gem City Life's record of increasing its assets and insurance-in-force by more than twelve-fold in ten years.

In the agency contract and the policy line which includes all standard and some special forms of participating and nonparticipating contracts, group insurance and accident and health coverage, will be found the real reasons for the success of the Gem City Life agents. In the success of our agents lies our success also.

If you will write I. A. Morrisett, president, he will be glad to give you complete details of our agency contract and reasons why it will pay you to join the Gem City Life.

Eight millions of increase first eight months of 1928.

TERRITORY OPEN

In Ohio, Michigan, District of Columbia, West Virginia, Georgia, Alabama and Louisiana.

The Gem City Life
INSURANCE COMPANY OF DAYTON, OHIO

Why Not A New Year Resolution To Keep Better Records!

Get Your Work Organized For 1929 By Using The Standardized

DALLWIG POLICY AND COMMISSION RECORD

For Years the Recognized Standard Record or Register for the Life Underwriter!

A complete agent's Record in one loose-leaf attractive Book of all policies in force with a 48 page Index serving as a quick ready reference to all policies by name or policy number, information on insured for future solicitation, total volume of first year and renewal commissions by months, total volume of written business, a complete birthday and age-change record, a note receivable and a premium payment record—all combined on one record sheet. No laborious transferring of information to other sections or units thus duplicating or triplicating your work! The last word in simplicity! One sheet for each policy providing for the forwarding of totals to succeeding pages making a perpetual Record of your business. If you or your client want any information, you have it before you and it took only five minutes to record it!

TEAR OFF THIS COUPON AND MAIL TO-DAY

P. G. Dallwig, 185 W. Adams St., Chicago.

Send at once and without obligation the whole story about the Standardized DALLWIG RECORD. Also send price list.

Name

Street

City

State N. U. 1-25-29



"It dignifies your business"



Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

The Mutual Benefit Life Insurance Co. Newark, N. J.

Organized 1845



— 86% Insured —

A recent survey under the direction of a committee appointed by the Life Insurance Sales Research Bureau, shows that 86% of the male population of the United States carry \$1,000 or more life insurance.

Your new insurance must come from the 14% uninsured and from additional insurance on the 86% who carry insurance.

With juvenile and substandard policies for the uninsured, and plans and policies for program insurance for the insured, The Ohio National Life Insurance Company is especially equipped to help agents solve these new underwriting problems.

For information write

The Ohio National Life Insurance Company

T. W. Appleby
President

Cincinnati, Ohio

E. E. Kirkpatrick
Sup't of Agencies

YOUR OPPORTUNITY

Are you ready to broaden?

**Regional Manager or General Agent.
Splendid inducements.**

We have had 21 years consistent growth and are now in an extensive expansion program.

Agency Department under men who understand your problems.

We have a special contract for choice territory in Minnesota—South Dakota—Nebraska—Iowa.

Honesty—Ability to write new business and build an agency are the essential qualifications.

Write us in confidence to see if our desires and qualifications are mutual.

Address H-40

Care The National Underwriter

organization work with the Equitable Life of New York in Seattle and Everett, Wash. He is vice-president of the Washington State Life Underwriters Association, and is an officer of the Everett association.

Collins Returns to Los Angeles

James L. Collins, vice-president and superintendent of agents of the New World Life at Spokane for the last four years, has resigned and will return to Los Angeles, where he contemplates entering agency work. He was formerly

located with the Pacific Mutual Life, being assistant manager of the home office agency. Later he was made superintendent of the field service, assisting Vice-President C. I. D. Moore. He went with the New World Life in 1924.

Los Angeles Sales Congress

The Los Angeles Life Underwriters Association will have a one-day sales congress either Feb. 13 or Feb. 14. Managing Director Roger B. Hull of the National Association of Life Underwriters will be present and perhaps Insurance Commissioner C. R. Detrick.

IN THE ACCIDENT AND HEALTH FIELD

LIBERALIZATIONS ANNOUNCED

Important Changes Made in Accident Policies of Connecticut General Life Explained

Because about 30 percent of the accident claims of the Connecticut General Life result from automobile accidents, which are likely to cause more serious injuries than other accidents and result in heavy expense, the company has doubled in its new accident contracts the amount of additional weekly income payable for hospital and nurses' fees. The weekly indemnity clause has been altered to provide for payment of income as long as the insured is unable to perform the duties of his own occupation up to one year, and payments will be continued for as much longer than one year as the insured is unable because of disability to engage in any occupation.

The rate for accident insurance at age 60 and over has been increased. The reason for this is that the principal sum losses at the older ages are heavy.

Connecticut General Shows Increase

The Connecticut General's accident business has shown very satisfactory progress in several particulars, according to Secretary Frazer B. Wilde. In 1928 there was an increase of approximately 7 percent in total new accident premiums, an increase of 9 percent in

double indemnity sales under life policies and an 11 percent increase in disability protection sold with life policies.

Greater appreciation of the need for adequate accident insurance protection has also been noted in the fact that the average amount of protection purchased by new accident policyholders of the Connecticut General is over 60 percent greater than it was two years ago.

Taylor Is Agency Manager

The American Income of Indianapolis has taken larger quarters in the Meyer-Kiser Bank building there, moving its offices from the ninth floor to Room 811. Recently this company appointed John E. Taylor, formerly with the Income Guaranty, as manager of agents. Mr. Taylor is spending much of his time in the field appointing agents in Indiana.

Hartley Made Vice-President

DES MOINES, Jan. 23.—Advancement of O. B. Hartley, general counsel of the Great Western to vice-president, to fill the vacancy resulting from the retirement of Samuel P. Barr, vice-president and claim adjuster, is announced. Mr. Barr had been with the Great Western for more than 25 years as salesman, collector of delinquent premiums, vice-president and claim adjuster. He is 76 years of age.

Other officers were reelected. Out of deference to the memory of the late Henry B. Hawley, founder of the company, stockholders passed a resolution to leave the vacancy on the board of directors, caused by the death of Mr. Hawley, unfilled indefinitely. Eight directors will serve instead of nine.

NEWS OF THE FRATERNALS

FINDS NO FRAUD EVIDENCE

Judge Makes Ruling in Woodmen of the World Case—To File Brief

Judge Hastings, who has been hearing the case brought by W. B. Price against W. A. Fraser and other officers of the Woodmen of the World in Omaha, has taken the main case under advisement, but ruled at the same time

that the plaintiffs had failed to convince him that the officials were guilty of any fraud for their own personal profit in the sale of the headquarters building in Omaha to the Woodmen Building Company for \$1,600,000.

The court said that he would give both parties time to file briefs upon the main law point involved, which is the right of the officers and of the executive council to make the sale without the consent of the membership expressed by a vote.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

ISSUES TWO NEW POLICIES

Franklin Life Publishes New Rate Book—Preferred Risk Ordinary Life Rates Reduced

The Franklin Life of Springfield, Ill., has issued a new rate book. It has brought out a new policy with graded premium for the first 10 years. The rate for the first five years is the same

and then the policy rate is increased yearly until the tenth year, when it remains the same until maturity. There has been a decrease in rate for ages 36 to 58 on the preferred risk ordinary plan issued without disability. A new juvenile policy has also been added on the 20 payment 30 year endowment plan. The rates on the above policies and the rates for endowments maturing at ages 50, 55, 60 and 65 are shown below. Policies are nonparticipating and

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the premiums are based on \$1000 policies.

Preferred Risk Ordinary Life

| Age | Prem. | Age | Prem. | Age | Prem. |
|-----|---------|-----|---------|-----|---------|
| 26 | \$20.55 | 44 | \$27.26 | 52 | \$39.88 |
| 27 | 21.22 | 45 | 28.35 | 53 | 41.84 |
| 28 | 21.94 | 46 | 29.81 | 54 | 43.91 |
| 29 | 22.70 | 47 | 31.32 | 55 | 46.08 |
| 30 | 23.50 | 48 | 32.89 | 56 | 48.38 |
| 31 | 24.36 | 49 | 34.53 | 57 | 50.83 |
| 32 | 25.26 | 50 | 36.24 | 58 | 53.42 |
| 33 | 26.23 | 51 | 38.02 | 59 | 56.19 |

Ordinary Life Graded Premium

| Age | 1-5 | 6 | 7 | 8 | 9 | 10-65 |
|-----|--------|-------|-------|-------|-------|--------|
| 15 | \$9.56 | 10.32 | 11.09 | 11.85 | 12.62 | 13.38 |
| 20 | 10.61 | 11.46 | 12.31 | 13.16 | 14.01 | 14.86 |
| 25 | 11.96 | 12.92 | 13.88 | 14.83 | 15.79 | 16.75 |
| 30 | 13.71 | 14.81 | 15.90 | 17.00 | 18.10 | 19.19 |
| 35 | 16.03 | 17.31 | 18.59 | 19.87 | 21.15 | 22.43 |
| 40 | 19.29 | 20.82 | 22.35 | 23.88 | 25.40 | 26.93 |
| 45 | 23.77 | 25.64 | 27.51 | 29.37 | 31.24 | 33.10 |
| 50 | 29.59 | 32.33 | 34.67 | 37.01 | 39.35 | 41.69 |
| 55 | 36.80 | 41.81 | 44.81 | 47.82 | 50.82 | 53.83 |
| 60 | 55.30 | 59.26 | 63.22 | 67.18 | 71.14 | 75.10 |
| 65 | 76.91 | 82.26 | 87.61 | 92.96 | 98.31 | 103.66 |

Juvenile 20-Payment-30-Year Endowment

| Age | Prem. | Age | Prem. | Age | Prem. |
|-----|---------|-----|---------|-----|---------|
| 1 | \$30.92 | 4 | \$30.95 | 7 | \$30.98 |
| 2 | 30.93 | 5 | 30.96 | 8 | 30.99 |
| 3 | 30.94 | 6 | 30.97 | 9 | 31.01 |

Endowment Policies

| Age | at 50 | at 55 | at 60 | at 65 |
|-----|---------|---------|---------|---------|
| 15 | \$21.02 | \$18.09 | \$16.02 | \$14.58 |
| 20 | 25.21 | 21.36 | 18.53 | 16.59 |
| 25 | 31.36 | 25.73 | 21.90 | 19.24 |
| 30 | 41.23 | 31.99 | 26.52 | 22.78 |
| 35 | 58.04 | 42.03 | 33.17 | 27.85 |
| 40 | 92.18 | 59.08 | 43.33 | 35.00 |
| 45 | 136.64 | 92.64 | 60.85 | 45.78 |
| 50 | 200.00 | 136.64 | 96.07 | 64.19 |
| 55 | 280.00 | 200.00 | 136.64 | 100.07 |

GUARDIAN LIFE TERM RATES

Company Has Issued Its Announcement on Its Five and Ten Year Convertible Contracts

The Guardian Life has issued new term policies which may be converted any time within the period for which they are written. The company can issue \$150,000 to both male and female applicants from ages 21 to 45, and \$130,000 from ages 46 to 55. Full disability and double indemnity are granted on the five year term and double indemnity on the 10 year term. The rates are:

| Age | Five Yr. Term | Ten Yr. Term |
|-----|---------------|--------------|
| 21 | \$10.29 | \$3.22 |
| 22 | 10.37 | 3.23 |
| 23 | 10.44 | 3.24 |
| 24 | 10.52 | 3.25 |
| 25 | 10.61 | 3.26 |
| 26 | 10.71 | 3.27 |
| 27 | 10.80 | 3.28 |
| 28 | 10.91 | 3.29 |
| 29 | 11.02 | 3.30 |
| 30 | 11.15 | 3.31 |
| 31 | 11.28 | 3.32 |
| 32 | 11.43 | 3.33 |
| 33 | 11.59 | 3.34 |
| 34 | 11.77 | 3.35 |
| 35 | 11.96 | 3.36 |
| 36 | 12.17 | 3.37 |
| 37 | 12.41 | 3.38 |
| 38 | 12.68 | 3.39 |
| 39 | 12.96 | 3.40 |
| 40 | 13.28 | 3.41 |
| 41 | 13.65 | 3.42 |
| 42 | 14.17 | 3.43 |
| 43 | 14.70 | 3.44 |
| 44 | 15.29 | 3.45 |
| 45 | 15.96 | 3.46 |
| 46 | 16.81 | 3.47 |
| 47 | 17.76 | 3.48 |
| 48 | 18.85 | 3.49 |
| 49 | 20.08 | 3.50 |
| 50 | 21.44 | 3.51 |
| 51 | 22.97 | 3.52 |
| 52 | 24.67 | 3.53 |
| 53 | 26.54 | 3.54 |
| 54 | 28.71 | 3.55 |
| 55 | 31.07 | 3.56 |

New York Life

The board of directors of the New York Life have adopted a new scale of extra dividends payable at the end of the fifteenth policy year under contribution annual dividend policies issued in 1914.

American National, St. Louis

The American National of St. Louis has reduced rates on its ordinary life policy. The reduction amounts to \$1.03 at the age of 35 years, the new rate being but \$21.47 compared with \$22.50. The disability and disability income benefit rates have been increased but the double insurance rate remains the same. The company has also brought out an entirely new coupon policy to be known as a limited payment life-coupon reduction policy. Actuarially it is a limited payment life policy paid-up at age 80 years, but through the 24 coupons at-

TRUST COMPANIES AND BANKS

[A directory of responsible financial institutions that are especially equipped to co-operate with life underwriters in creating life insurance trusts, and in handling other estate problems.]

CALIFORNIA

The oldest Trust Company in the West

Wells Fargo Bank and Union Trust Co.

SAN FRANCISCO
Since 1852
Trust Department established 1893

MARYLAND

MARYLAND TRUST COMPANY

Northwest Corner Calvert and Redwood Streets
BALTIMORE

Robertson Griswold Vice President and Trust Officer

ILLINOIS

LIFE INSURANCE and TRUST SERVICE

now go hand in hand. Men of affairs demand both. Life Insurance creates the estate. Our Protected Life Insurance Trust safeguards it.

A Special Reserve Fund of \$2,000,000 protects principal and income against loss.

CHICAGO TITLE & TRUST COMPANY
69 West Washington St.

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The Chase National Bank
OF THE CITY OF NEW YORK
TRUST DEPARTMENT

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Reeve Schley George E. Warren

SECOND VICE PRESIDENT
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George I. Pierce

CORPORATE TRUST OFFICER
Howard F. Walsh

ASSISTANT TRUST OFFICERS
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George J. Runge Oliver B. Hill Frederick Pintard

 "THE underwriter who can be swung over to the trust company form of administration will double his business."

Excerpt from an article by a prominent underwriter.

First Trust and Savings Bank
Chicago

"Insurance Estates—Creation and Management"

Pertinent questions regarding Life Insurance Trusts briefly answered. Send for a copy.

THE EQUITABLE TRUST COMPANY
OF NEW YORK
11 Broad Street

Cooperation is gladly extended to Life Underwriters on Insurance Trust cases requiring the personal assistance of an experienced Trust representative.

THE NORTHERN TRUST COMPANY
CHICAGO

CHARTERED 1822

THE FARMERS' LOAN AND TRUST COMPANY
NEW YORK

Brings to the duties of Administrator, Executor, Trustee, Guardian and Custodian the experience of more than a century.

THE PEOPLES TRUST AND SAVINGS BANK OF CHICAGO

MICHIGAN BOULEVARD at WASHINGTON STREET
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THIS Company is glad to coöperate impartially with all insurance representatives on any practical basis for the promotion of life insurance trust business.

Guaranty Trust Company of New York
140 Broadway

Connū topics

(Topics of The Connecticut Mutual)

Vol. IV

January, 1929

No. 1

RICH INDEED

is he who owns his
goodly portion of
good life insurance.

**THE CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY**

HARTFORD

1846

Over 82 years in Business

1929



**T-H-E
COMBINATION
I-D-E-A-L**

Liberal policies
—
Good territory
—
Agency—Building
Co-Operation from
Home Office
—
Efficient Claims
Service

**SUCCESSFUL
-- NATIONAL
-- AGENCIES**

Are you making **PROGRESS?** If not, are you willing to spend **TWO CENTS** to learn **WHY** National Casualty salesmen forge ahead continually?

We have a full line of Commercial, Industrial, Group and Deferred Payment Accident and Health policies. A connection with this company will be the **TURNING POINT IN YOUR LIFE.**

NATIONAL CASUALTY COMPANY

Detroit, Michigan

W. G. Curtis, President



George Washington Life Insurance Company
CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents.

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address

ERNEST C. MILAIR, Vice-President and Secretary

COLORADO — ILLINOIS — INDIANA — IOWA — KANSAS — KENTUCKY — MICHIGAN — MINNESOTA

"INDEPENDENCE FOR DEPENDENTS"

Request details for our remunerative contracts for

AGENCY MANAGERS FOR ILLINOIS — MICHIGAN — OHIO

You will benefit by our special attention now to these States

SECURITY LIFE INSURANCE COMPANY OF AMERICA

O. W. JOHNSON, President

134 North La Salle Street, Chicago

S. W. GOSS, Vice-President

OHIO — OREGON — PENNSYLVANIA — TENNESSEE — VIRGINIA — WASHINGTON — WEST VIRGINIA

tached to the policy by leaving such coupons to accumulate with the company a policyholder can pay out as an endowment at face value at the end of the 25th year, or it may become a fully paid-up life policy at the end of a lesser

number of years, depending on age at issue. At age 35 the accumulated coupons will make the policy full-paid at end of the 16th year. The annual premium at age 35 years for this new policy is \$27.41 per \$1,000.

NEWS OF LOCAL ASSOCIATIONS

OFFICIALS GUESTS OF HONOR

Massachusetts Mutual Men Attend Meeting of Oklahoma Association—Henry W. Abbott Speaks

OKLAHOMA CITY, Jan. 24.—J. C. Behan, second vice-president in charge of agencies for the Massachusetts Mutual Life; Dr. Morton Snow, medical director, and Henry W. Abbott, Massachusetts Mutual general agent at Pittsburgh, Pa., were honored guests at the January meeting of the Oklahoma Association of Life Insurance Underwriters last week.

The two home office officials were called upon for short talks and Mr. Abbott, who is a million dollar producer, was the principal speaker of the day.

Business Not Scratched

"I would not have a man in my agency who would not buy the reproduction of speeches made at the national convention in Detroit, unless he had been live enough to attend," was his opening remark. "The life insurance business has not even been scratched in the United States," he continued. "Of the 43,000,000 registrations at the time of the recent presidential election, 30,000,000 are men, and each a prospect for life insurance. Comparing this with the \$90,000,000 life insurance in force, this makes an average of only \$3,000 for each man." He stated that nearly every man in Oklahoma is a prospect for a \$10,000 policy and the only reason that they are not sold, is that the message has not been properly taken to them. He called attention to the fact that in no other selling game is the "sky the limit."

Cautioned Against Unionism

There is no readjustment in commissions in life insurance underwriting, which gives the underwriter unlimited opportunities. He cautioned against permitting unionism to enter the life insurance business, by encouraging methods to protect the weak sister in the game. Let each stand on his own merits, and if you find that a fellow underwriter has made a mess of a client's affairs, do not hesitate to go in

and straighten them out, he urged. We should all work only for the good of our clients and owe them first duty, he added.

* * *

Baltimore.—Paul F. Clark, head of the Boston agency of the John Hancock Mutual Life, and president of the National Association of Life Underwriters, was the principal speaker at the January meeting of the Baltimore association. Mr. Clark spoke on the outlook for insurance during the next decade as compared with what has been accomplished in the insurance field during the past decade.

He pointed out the vast strides that had been made during the past 10 years but predicted they would appear insignificant compared with what will be accomplished during the coming decade. Aviation, he declared, will be one of the greatest aids in selling insurance in the future.

Friend L. Wells, president of the association, presided, and owing to the fact that the meeting night was changed routine business was dispensed with.

* * *

Hartford.—The new board of directors of the Hartford association held its initial meeting Jan. 18. The next meeting will be a dinner meeting Feb. 19. In March the association will combine its monthly meeting with Insurance Day, March 15.

* * *

Columbus, O.—Milton L. Woodward, general agent of the Northwestern Mutual at Detroit, will speak on "How the Life Underwriter May Cooperate with the Trust Company to Advantage," before the Columbus association, bankers, trust officials and others, the evening of Jan. 30. The dinner will take the place of the regular monthly luncheon meeting.

* * *

Ohio.—The Ohio Association of Life Underwriters, at its annual meeting in Columbus this week, elected J. E. Murray of Cleveland president; H. A. Stout, Dayton, vice-president, and reelected Fritz A. Lichtenberg of Columbus secretary-treasurer. The association spent most of the time in a discussion of the proposed repeal of the increased tax on insurance companies adopted by the legislature two years ago.

* * *

Des Moines.—At the dinner held by the Des Moines association last week, Arthur Brayton, editor of the "Merchants Trade Journal," spoke on advertising as it applies to life insurance. The five main points to consider in writing an insurance advertisement, according to Mr. Brayton, are "to make the people see it, read it, believe it, understand it and then want your product." "An advertisement," he said, "is really nothing more than salesmanship written down."

The "Follies of 1929" was also a feature of the evening. More than 200 executives of local companies and full time life underwriters were present.

* * *

Peoria, Ill.—Lester O. Schriver, recently appointed general agent for the Aetna Life, transferred here from Hartford, was principal speaker Friday night at the monthly dinner of the Peoria association. President Ralph C. Lowe, Sr., discussed value of cooperation between trust companies and those engaged in the insurance business. Charles E. Thompson, secretary, submitted his annual report.

* * *

Rochester, N. Y.—Only by following a well studied and comprehensive plan can a life insurance salesman achieve real success. William H. Beers of New York declared in an address before 175 members of the Rochester association, following a luncheon. Ernest B. Houghton was chairman of the meeting.

* * *

Buffalo.—R. B. Coolidge, assistant general agent of the Aetna Life at Cleveland, spoke before the Buffalo association on Jan. 18. His subject, "Practical Selling Methods," was discussed in a manner in keeping with the title. E. W. Selvaige, president of the Buffalo Association, presided. Announcement was made that the Buffalo organization

ARKANSAS — CALIFORNIA

MISSOURI — NEBRASKA

Home Office Superintendent of Agents or City Manager

Two unusual opportunities with strong aggressive mid-western old-line life company now about 14 years old; approximately thirty-five millions of insurance, ample assets and surplus. In city of 500,000 population. Prefer man age 33 to 45, happily married, with some financial resources, and actual experience in supervision. Address at once **H-55**, The National Underwriter.

ATTRACTIVE GENERAL AGENCY CONTRACT

TO THE RIGHT MAN

In city of over half million population. Open December Fifteenth.

Exceptional opportunity for a live producer to make at least \$500 per month, under a liberal General Agency contract and at the same time

BUILD UP A PERMANENT INCOME For Old Age or his dependents

If you can qualify for this opportunity, give full details of all past business connections in your first letter, which will be treated as confidential.

W. C. C. Lock Box 1365
Columbus, O.

"It's a Good Policy" MORE NEW POLICIES

Retirement Income Policies
(income to the insured)

LOW COST PREFERRED RISK POLICY

New Ownership, Beneficiary and Assignment Provisions

clearly define contractual rights of all parties interested

Completely Revised Plain English Policy Forms

that will particularly appeal to the conscientious life underwriter

Write for Information

Philadelphia Life Insurance Co.

111 North Broad Street Philadelphia

A REAL OPPORTUNITY AT DAYTON, COLUMBUS AND MANSFIELD, OHIO

Presents itself for a high grade producer and agency builder for the position of Manager. Write fully, in strictest confidence to the Agency Department, The Toledo Travelers Life Insurance Company, Toledo, Ohio.

would provide speakers for 11 gatherings during national thrift week, the men doing this work being Fred D. Ward, assistant general agent of the National Life of Vermont at Buffalo; and Walter B. Sheehan, executive secretary of the underwriters' association. Their message calls attention to life insurance as a thrift factor.

PROPER SALES METHODS EMPHASIZED AT BILOXI

(CONTINUED FROM PAGE 3)

packed an immense amount of educational material into the program. The morning meetings were set for 8:30 and actually got under way before 9 o'clock.

The sales school, conducted by H. J. Cummings, on Monday and Tuesday, was held down to three subjects, first, getting prospects, second, selling interviews, and third, making full presentations. All three were covered at length. Inasmuch as all the agents present had qualified by selling a considerable volume of insurance they are presumably qualified to make a sale but can profit from proper management of their time and use of selling methods of approved value.

Ample List of Prospects

Great emphasis was laid on the necessity of an ample list of prospects. These should be selected for their need of insurance and ability to buy. Next in emphasis was the importance of a full presentation of the life insurance proposition, but because one of the great losses of the average agent is his number of half-sold cases that cannot be warmed up again, the importance of selling the interview to the prospect was stressed first. The agents were urged to make sure of the prospect's time and attention for an adequate discussion of his needs and the solution that the agent can offer. In connection with getting prospects the importance of getting full information in advance was dwelt upon in order that a full presentation could be made at the proper opportunity.

Know More Than They Use

H. G. Kenagy, whose two sessions lasted five hours, held the close attention of the general agents every moment. He said most general agents know more about building an agency than they use. He said agency building is building men, and that the breakdown in life insurance is general agents who cannot build men. The first point is to get good men and the second to give them proper training so that they can be successful. In a carefully organized talk he analyzed each feature of agency building.

Business Insurance Takes Long

O. J. Beaudin of Seattle described his method of selling business insurance. He believes it is not a good thing to go after as it takes too long to develop a case. However, he has a carefully considered outline typewritten and bound in a leather binder, of which he has six copies. Usually they are all out in the hands of firms that are prospects for business insurance. A careful check is made to see that they are not out too long without solicitation. The heart of business insurance is the business agreement for the disposition of interest in case of death of one of the partners. One of the selling points is that every concern needs to make a reserve and life insurance will do this more effectively and cover more purposes than any other reserve. He sells ordinary life on his business cases.

Ray G. Cox of Oakland, western agency manager, talks life insurance as an investment almost exclusively. In his talk to the convention he pointed out that a life insurance policy gives trust company service, investment trust service, savings bank service and the service of investment bankers, all in one policy. Sam R. Weems, who writes \$1,000,000 a year personally besides keeping his general agency near the top, described some of his methods. He has a keen

86 Years of Life Insurance Ideals and Service !

An ideal became a reality when, on February 1st, 1843, "THE MUTUAL LIFE OF NEW YORK" issued its first policy. The business of life insurance on the mutual plan started in America then and there.

Priority in this field is not the Company's claim to greatness—age in itself is no great distinction. THE MUTUAL LIFE began with high ideals of business conduct, which still prevail. It aims at quality and to be highly honorable in all its dealings.

In its relations with policyholders and their representatives THE MUTUAL LIFE has an outstanding record.

Those who contemplate life insurance soliciting as a career are invited to apply to

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GLOBE MUTUAL LIFE INSURANCE CO.

Incorporated 1895

T. F. BARRY, Founder

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

Our Agents Have A Wider Field— An Increased Opportunity

Because we have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

Business of 1928

NEW INSURANCE\$143,573,589

Increase over 1927..... 6,083,386

Insurance in Force\$1,113,810,563

An Increase of..... 90,547,161

Representing over 63% of the New Business

NEW ENGLAND MUTUAL LIFE INSURANCE CO. BOSTON, MASS.

Chartered 1835

Organized 1843

We Write All Standard Forms of Participating and Non-Participating Insurance Contracts and in Addition the Following SPECIALS

1. Ordinary Life Special \$5,000.
2. Personal Life Monthly Income for Rejected Risks.
3. The Best and Most Liberal Sub-Standard Facilities.
4. Children's Educational Policies age 1 day to 10 years.
5. Up-to-date Health and Accident Policies.

We welcome to our Ranks only serious-minded men of character and integrity—men who are intent upon success—and to whom we offer exceptionally liberal and profitable contracts.

Very desirable territory open in

OHIO — INDIANA — KENTUCKY — TENNESSEE

Address S. M. CROSS, President

COLUMBIA LIFE
INSURANCE COMPANY
Cincinnati, Ohio

THE COLUMBIAN NATIONAL LIFE INSURANCE COMPANY

BOSTON, MASSACHUSETTS

Arthur E. Childs, President

LIFE, ACCIDENT, and HEALTH INSURANCE

We stand first in amount of insurance in force and volume of assets of all the full level net premium reserve companies organized since January 1, 1902.

The COLUMBIAN NATIONAL is a good company to represent. A few agency opportunities are open.

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77 Franklin Street, Boston, Mass.

Name Age
Address
Insurance Experience
Territory Desired

The above information will be treated in confidence, and will bring you information as to whether the territory is open and full particulars about the General Agency opportunities with this Company.

A. L. Key, President J. M. Mitchell, Agency Manager

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Chattanooga, Tennessee

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The Life Insurance Company of Virginia

1871 58 Years of Existence 1929

JOHN G. WALKER
Chairman of the Board

BRADFORD H. WALKER
President

Richmond, Virginia

eye for prospects and a large part of his success is picking out men who should buy. He is also a constant student of life insurance.

Big Gain With Fewer Men

Charles H. Simpson of Fargo, general agent for North Dakota, told of some of his methods in selecting agents. Mr. Simpson has revamped his general agency, increasing his production 33 percent, while at the same time he cut down the number of men from 110 to 36. He said he would rather have a few workers than a lot of boarders. In choosing men he looks first to financial condition, second to physical condition, third to mental qualities and fourth to ambition. He does not want men who are down and out. Among his best sources for agency material are bankers, salesmen, farmers and auctioneers.

John V. Hines, general agent at Sacramento, described his use of charts to check up on the work of agents. He has a report sheet containing 17 lines, with many columns, indicating the work done on each prospect. He endeavors to get an agent to fill up a sheet every week. He had one agent who had difficulty filling up the 17 lines in a month, instead of a week. He put on the pressure, and although the system was only started last spring, the agent qualified for the convention, for the first time in eight years with the company.

J. J. Thiel of Ritzville, Wash., about 70 miles from Spokane, has a general insurance agency, but a little over a year ago took a general agency for the Minnesota Mutual. He not only qualified himself and wife for the convention trip, but trained a man who also won the convention trip. He said he would rather have one man making a good living than three or four starving, believing it is better for his agency.

Selected for General Agents' Course

L. P. Livengood of Danville is a young general agent who has been selected by the company out of all its force to attend the general agency training school to be held shortly by the Life Insurance Sales Research Bureau at Hartford. Mr. Livengood is another general agent who has rebuilt his agency to conform to the modern plan of selecting and training. He had a lot of agents who were just struggling along and with new methods made such a good record that he was chosen as the company's representative in the training school.

COMPANIES MAKING FINE STATEMENTS

(CONTINUED FROM PAGE 9)

cate that the gross earning power of the Massachusetts Mutual in the matter of interest remains fairly high, it being 5.67 percent.

The Midland Life of Kansas City had a very successful year. It issued \$13,500,000 in 1928 as compared with \$9,000,000 in 1927. The company increased its insurance in force \$4,500,000. New production records were made in every month in 1928 except October and November.

The Cedar Rapids Life of Cedar Rapids, Ia., in publishing its annual state-

ment shows a fine record of growth. Its assets are now \$3,605,910, a gain of \$600,000 in a two-year period. The surplus is \$257,878. The Cedar Rapids Life moves along in a quiet stream and is one of the best managed companies in the west. It now has \$21,681,009 insurance in force. It makes a gain in insurance every year, writing a good class of business and rendering excellent service. It operates in a restricted territory, Iowa, Minnesota, South Dakota and Nebraska.

State Mutual Life

The annual statement of the State Mutual Life shows total new business of \$71,199,395, of which \$59,355,600 was life, \$4,047,836 endowment and \$7,795,959 term. This gives it \$589,902,372 insurance in force, increase \$39,723,069. Total premium receipts were \$17,971,265, total receipts \$26,975,206, increase \$1,817,224. The total disbursements were \$17,869,802. The average interest return for investments made during the year was 5.432 percent. The average rate of interest realized on the entire book assets was 5.58 percent. The mortality experience was 53.8 percent. The assets were \$172,435,127, surplus \$9,162,380. Of the number of lives written last year, 10,112 were women. Of the total number of policyholders purchasing insurance, 3202 were already on the books.

Nebraska Companies' Reports

The Service Life of Nebraska statement shows insurance in force, \$15,506,000, an increase of \$2,436,000; admitted assets, \$1,013,048, increase, \$246,000; premium income, \$695,000; benefits to policyholders paid, \$145,264.

The Security Mutual Life of Nebraska reported new business written, 1928, \$5,161,677, an increase of \$515,000; business in force, Dec. 31, \$25,201,000, an increase of \$2,019,000, as compared with increase in 1926 of \$68,000 and in 1927 of \$1,291,000; admitted assets, \$4,031,000, increase, \$338,000; premium income on new business, \$121,616, on old business, \$595,000; interest income, \$165,000; total income, \$956,898, increase \$61,028; total disbursements, \$634,160, of which \$107,000 was death claims, \$3,000 double indemnity, \$5,632 total disability, \$112,000 dividends, and \$98,000 on new and renewal premium commissions. Total increase disbursements, \$3,936.

The Midwest Life of Lincoln, Neb., reported new business written, \$3,251,812; admitted assets, \$4,249,000, increase \$321,000; increase in surplus, \$66,042; business in force, \$24,463,000, increase \$690,712.

Best in Company's History

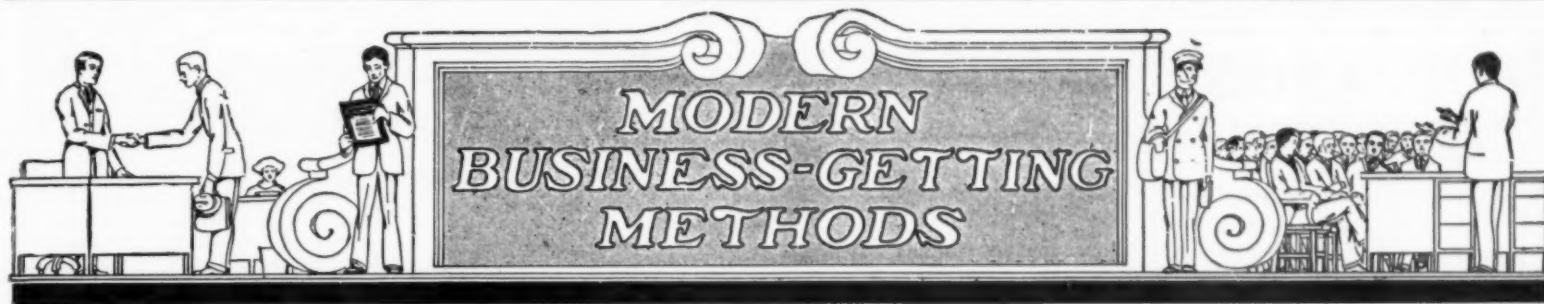
The year 1928 was the best in the company's history, D. M. Morgan, vice-president of the Northern Life, of Seattle, announced following annual meeting of the trustees and election of board members. Assets of the company now total \$8,850,000 and it is expected they will amount to \$10,000,000 one year from now.

In 1928 the insurance in force increased to \$123,000,000. Policyholders were paid \$1,100,000. Dividends distributed during the year increased about 40 percent. Claims paid in 1928 totaled 4,000 while new insurance written aggregated \$22,500,000.

Maclean Made a Director

Alexander T. Maclean, actuary of the Massachusetts Mutual Life, has been appointed a director to fill the vacancy caused by the death of McClench, who for many years was president but had retired from office. Mr. Maclean is second vice-president of the Massachusetts Mutual and has been actuary since Jan. 6, 1927. He went to the company as assistant actuary Sept. 1, 1917, and was appointed associate actuary in 1920. He was born in Glasgow, Scotland, in 1886. When he first came to the United States in 1909, he entered the employ of the Home Life, remaining as assistant actuary until he went with the Massachusetts Mutual.

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Working Plan and Arguments Presented to Show How Partnership Insurance Can Be Made to Interested Prospects

BY HENRY A. PORTER

Economist and Engineer

855 Pine street, San Francisco, Cal.

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SPEAKING at a recent congress of American surgeons in Montreal, Dr. Allan Craig pointed out that whilst the average human body of 150 pounds contained enough lime to whitewash a hen-coop, phosphorus for 2000 matches, a pinch of sulphur, enough sugar to fill a small castor, water, and iron sufficient for a tenpenny nail—the value of which ingredients is 98c—insurance companies estimate the economic value of man at \$10,000.

What constitutes this \$9,999.02 additional value?

The answer obviously is, the spirit of man—the ideas, the will, the calories of energy and brain power which he generates and which cannot be analyzed and translated into dollars and cents.

Incorporeal Ingredients Make Up Man's Success

It is these incorporeal ingredients which make up the man's success in life; those 98 cents worth of material value, even if their amalgamation makes good brawn and muscle, are useless without applied intelligence, and given favorable opportunities, their value increases proportionately with the better application of this intelligence.

Given the 98 cents worth of material and certain incorporeal qualities, it rests with the man himself to reach the \$10,000 mark and, having reached it, not to stop there, but to climb on to greater and still greater acknowledged valuation.

As it is with the individual, so it is with a business; the concrete assets of capital, buildings, etc., are commensurate with those 98 cents worth of material components which go into the composition of a man, yet, without those other intangible ingredients the business, like the man, never can attain success or reach any high standard of value.

Business Institutions Built by Certain Qualities

It should be a principle of each member of every business organization and every profession to cultivate in himself the development of those \$9,999.02 of incorporeal qualities. It is the cultivation and fostering of these qualities all day and every day which has meant the development of and has been responsible for the growth of all great American business institutions.

With every individual member of the community striving earnestly to pass the economic value (book value) of \$10,000, as estimated by insurance companies, there is no limit to the market value of his 98 cents worth of lime, phosphorus, sulphur, sugar, water and iron.

Brains Are Invisible Capital of the Successful Man

Most people have had at least an occasional look at a balance sheet. Even if they have not studied any because of immediate personal interest, they have probably cast an eye down one of those

which are published at such frequent intervals in the newspapers.

Often it must seem that there is a touch of unreality about them. They do not, and cannot, mention things that matter tremendously in estimating the worth—the stability of a business.

In the list of assets will be found real estate, buildings, fixtures, cash and securities. But, when all is said and done, are these material assets the whole truth or even the greater part of the truth? Is it not as if one should estimate the value of the Ford Motor Company as so much buildings, real estate, equipment, etc., and leave out Henry Ford himself?

Some Would Leave Out Greatest Asset of All

Shrewd observers can accurately calculate the worth of Henry Ford to his or-

The author of this article is widely known on the Pacific Coast as a consulting expert to banks and trust companies in the development of life insurance trusts.

It is the third article of a series, the first and second of which have been recently published in one of the leading western banking journals. They were entitled: "Every Man's Business" and "Gentlemen of America."

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ganization, yet, doubtless, there are unimaginative investors who would estimate the value of Ford Motor Company and leave out the greatest asset of all, an asset which does not appear in the Ford balance sheet—the courage and sagacity of Henry Ford himself.

Ninety-eight cents' worth of lime, phosphorus, sulphur, sugar, water and iron, which ingredients constitute the material value of the average man, when combined with applied intelligence constitute the greatest producing unit in civilization. It is worth more than all the money and all the other standards of value that have ever been created. It represents the excess of market value over book value. It is an asset which can only be made tangible and capitalized by life insurance.

Success Depends on Three Big Factors

A corporation or partnership is successful, as a rule, when it possesses three things: Brains, capital and experience. With these essentials in conjunction, a firm's operations are usually successful. Death may rob a firm at any time of its leader, which may also result in the loss of one or more of the essentials which contribute to its success.

Instances are numberless where partnership insurance would not only have saved creditors from loss, but surviving partners from failure and families from distress.

Failures in business are due in the

least degree to lack of intention to pay, and in the greatest degree to inability to pay from a dozen other causes, one of which is untimely death of the individual upon whose activities or invested capital the business is dependent for success.

Partnership Insurance Increases in Popularity

Partnership insurance has increased in popularity in the last few years, and is a necessary form of business insurance. In addition to the protection it provides, it improves the credit rating of the firm. Banks are more ready to lend funds to a firm whose individuals carry insurance that will guarantee the continuance of the business in the event of the death of one of the partners.

There are two general forms of partnership insurance, one which insures both partners under one policy, the beneficiary being the survivor, and the other which insures each partner, with the other partner or the business named as beneficiary.

Such insurance is often used to buy out the partner's interest in the firm from his estate, or to compensate the business for the loss of the partner.

Banks recommend, and in many instances do not hesitate to demand, the protection of partnership insurance for

tion, which is strictly enforced, is to sell the assets for the best price obtainable. In other words, if the surviving partner cannot immediately raise cash in an amount greater than a sum which could be secured from an outside buyer, he has no right whatever to sell the business to himself. If he does, the sale may be set aside by a court on the ground of fraud, and any profits which the estate of the deceased might have made upon the sale by the surviving partner to a higher bidder may be collected from the survivor.

Partnership Insurance Furnishes a Solution

This difficulty may be mitigated to a certain extent if the partnership agreement provides that, upon the death of any partner, the survivors may purchase the interest of the deceased at an amount to be determined in accordance with the agreement.

However, even such an agreement permitting the purchase by the surviving partner does not provide the cash by means of which this purchase is to be accomplished. It is apparent, therefore, that here is a serious problem to be solved by the surviving partner, who faces the necessity of raising a considerable sum of money within a short time to enable him to purchase the deceased partner's interest. However, if partnership insurance has been secured in an adequate amount, cash with which to consummate the purchase becomes immediately available and the problem happily solved.

Partnership life insurance is the only effective way of accomplishing this liquidation in a manner which will assure the family of the deceased partner the full cash value of his interest in the business, and, at the same time, provide the surviving partner or partners with the capital necessary to purchase the deceased partner's interest in the business.

Some Advantages of Partnership Insurance

The many advantages of partnership insurance may be summarized as follows:

To the Surviving Partner or Partners:

- (1) Immediate acquisition of deceased partner's interest without further negotiations or investment.
- (2) Cash is immediately available for payment of all creditors.
- (3) Business can be continued without interruption and with credit and capital unimpaired.
- (4) May proceed deliberately with selection of new partner, if required, and be relieved of necessity of forming new partnership with deceased's widow or other relative.
- (5) Credit of the surviving partner will be enhanced.

To the Estate of the Deceased Partner:

- (1) The liquidation of the partnership interest can be accomplished immediately.
- (2) No loss or shrinkage of interest. Estate is guaranteed full cash value.
- (3) Proceeds from business may be invested in high-grade securities instead of being tied up in a speculative business enterprise, the future of which may be problematical after one of the efficient elements of management (the deceased) has been removed.
- (4) Each partner will know during his lifetime the exact amount which his estate will receive from the liquidation of his partnership interest in case of his death and may provide for conservation

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of the proceeds by arrangement with a trust company.

Insurance Creates at Once a Cash Reserve

One of the greatest advantages of partnership insurance is the fact that it is a splendid investment even without the element of protection against death of a partner.

By means of small premium payments, a sinking fund of emergency cash is being created in the cash and loan values of the policies possessing advantages which cannot be found in any other method of creating a cash surplus.

One of the greatest weaknesses of our modern business system is the lack, in the ordinary concern, of sufficient working capital, and more especially the lack of a sinking fund or emergency reserve.

In times of financial crises, when cash is most needed, bank deposits or securities may not be available. Partnership life insurance, at such times, is an immediately available asset. In 1907, thousands of businesses were saved from disaster by the loan values of their policies when money could be had from no other source. It is estimated that more than \$400,000,000 was loaned by insurance companies at that time, at 6 percent.

Loan Value at Times Bolsters Up Credit

There are also times when the regular credit facilities of a business have been exhausted and when efforts to obtain further credit may precipitate a crisis. At such times the loan value of partnership insurance forms an emergency reserve which is available, at a reasonable rate of interest, without publicity.

The cash or loan values of partnership insurance may be carried as assets, or not, according to discretion. Practically every concern carries a certain amount of its assets in the form of liquid funds as a "contingency reserve" or "surplus." At least one of the purposes to be accomplished by such a segregation of assets is to provide against the shock of death which, of course, is just the catastrophe against which life insurance is an ideal form of protection.

By substituting life insurance policies upon the lives of partners, or "key men," for a portion of the cash held inactive in such a "surplus" or "emergency fund," some of that cash can be released to be used in the business as working capital. This may be of very great advantage to a firm which has extended its credit, or which may be forced to do so for expansion.

Life insurance for credit purposes is even more necessary for a partnership than it is for a corporation.

How Partnership Sinking Fund Operates

The annual payments in a partnership sinking fund will average only a 2 percent to 3 percent of the amount necessary to liquidate the interest of a deceased partner, even though only one payment is made before the death of a partner.

The way in which the partnership purchase plan operates when guaranteed by life insurance can best be explained by the following illustration:

(1) The partners, their ages and interests are as follows:
John Brown—50%—Age 35.
Mark Green—50%—Age 35.

(2) The capital account of each partner is \$25,000, thus making the net worth, or book value, of the partnership \$50,000.

(3) Net profits, before deducting salaries, have averaged \$20,000 a year for the past three years.

(4) Each partner is permitted to draw \$3,500 each year as salary.

(5) Both partners have families (wife and children) dependent upon them.

(6) The partnership interest owned by each constitutes the bulk of his estate. The value of the partnership, as determined from the book value shown in Paragraph No. 2, is \$50,000, but this valuation does not take into account the items of "Good Will." This can only be

done by capitalizing the earnings of the partnership in excess of—
(a) A normal rate of return on capital employed.

(b) Allowance for partner's salaries. This is the method usually employed by courts in making valuations.

On the above basis, partnership interests should be valued as follows:
Capital account of partners.....\$ 50,000
net profits of partnership.....\$20,000
salaries of partners.....\$7,000
6% interest on
capital.....\$3,000
Allowance for salaries and
interest.....\$10,000

Profits resulting from good
will.....\$10,000
Capital value at 5 times
annual earnings.....5 50,000

Sinking fund necessary.....\$100,000

How Partnership Plan Helps in Liquidation

There is only one possible way for either partner, in the event of the death of the other, to liquidate the deceased partner's interest at 100 cents on the dollar without having to pay 100 cents on the dollar, and that is by means of a partnership life insurance contract.

Partnership Sinking Fund

Ordinary Life—Two Policies—
\$50,000 Each

| Year | Net Annual Payment | Inventory Value (End of Year) | Annual Increase Inventory Value | Expense of Insur- ance for Year Dr. | Total Net Expense of Insurance |
|------|-----------------------|----------------------------------|------------------------------------|---|-----------------------------------|
| 1 | \$2,688 | \$ 795 | \$ 795 | \$1,893 | \$1,893 |
| 2 | 1,893 | 2,430 | 1,635 | 258 | 2,151 |
| 3 | 1,871 | 4,314 | 1,884 | | 2,138 |
| 4 | 1,850 | 6,238 | 1,924 | | 2,064 |
| 5 | 1,827 | 7,700 | 1,462 | 365 | 2,429 |
| 6 | 1,804 | 9,202 | 1,502 | 302 | 2,731 |
| 7 | 1,780 | 10,742 | 1,540 | 240 | 2,971 |
| 8 | 1,757 | 12,323 | 1,581 | 176 | 3,147 |
| 9 | 1,733 | 13,944 | 1,621 | 112 | 3,259 |
| 10 | 1,709 | 15,605 | 1,661 | 48 | 3,407 |
| 11 | 1,684 | 17,305 | 1,700 | | 3,291 |
| 12 | 1,659 | 19,042 | 1,737 | | 3,213 |
| 13 | 1,633 | 20,817 | 1,775 | | 3,071 |
| 14 | 1,606 | 22,624 | 1,807 | | 2,870 |
| 15 | 1,580 | 24,464 | 1,840 | | 2,610 |
| 16 | 1,552 | 26,334 | 1,870 | | 2,292 |
| 17 | 1,522 | 28,229 | 1,895 | | 1,919 |
| 18 | 1,493 | 30,148 | 1,919 | | 1,493 |
| 19 | 1,462 | 32,089 | 1,941 | | 1,014 |
| 20 | 1,431 | 34,047 | 1,958 | | 487 |

Total Net Expense of Insur-
ance for Ten (10)
Years.....\$3,307.00

Average Net Annual Ex-
pense of Insurance for
Ten (10) Years..... 330.70—0.33%

Total Net Expense of Insur-
ance for Twenty
(20) Years..... 487.00

Average Net Annual Ex-
pense of Insurance for
Twenty (20) Years..... 24.35—0.02%

Example: If, in the 12th year, John Brown should die, there would be immediately available from the Insurance Company the sum of \$50,000 (plus post-mortem dividend of \$527.50) in cash with which to liquidate his partnership interest, leaving to Mark Green the sole ownership of the business.

Mark Green could then, if he desired, cancel his policy by taking the Inventory Value of \$9,521.00.

Cash Received Upon Death of
John Brown.....\$50,527.50
Inventory value of Mark
Green's policy..... 9,521.00

\$60,048.50
Net Annual Payments (12
years)..... 22,255.00

Profit.....\$37,793.50

Trustee Should Handle the Insurance Policies

There is no phase of partnership insurance which has excited more discussion or upon which more uncertainty exists than that which deals with the proper disbursement of the proceeds of partnership policies.

In general, there are three different methods of arranging the beneficiaries under partnership insurance. They are as follows:

- (1) The insurance is payable to the firm.
- (2) The insurance is payable to the

surviving partner or partners as individuals.

(3) The insurance is payable to a trust company, as trustee.

Trust Company Method Is Considered the Best

If the insurance policies upon the lives of the partners are made payable to a trust company agreed upon by the partners, the usual deed of trust is drawn and a copy of the partnership agreement attached.

The trust deed stipulates what disposition is to be made of the business in case of the death of any one or more of the partners. It also provides for the safekeeping of the insurance policies and for their use by the partners or the firm just as though the trust deed had not been made.

In other words, there is no restriction upon the power of the firm or partnership to make use of the insurance for credit or other purposes during the lifetime of the partnership. The only restrictions upon the use of such policies are those contained in the partnership agreement itself.

The selection of a trust company, as trustee, interposes a disinterested agent between the surviving partner and the legal representatives of the deceased partner's estate. Friction with the widow, children, or other heirs, of the deceased partner is thus avoided.

Trust Company Fees Reasonable

The fees charged by a trust company are very reasonable in view of the services rendered. Any arrangement for a similar service involves an expense, even though not charged as a separate fee. The charges of an insurance company, for example, are included in their premium rates, based on a scientific analysis of costs.

Considered from every angle, the amount of the trust estate after income tax and other expenses have been deducted, will exceed the net amount of insurance proceeds.

Union Central Meeting

The Union Central managers' meeting at the home office has been postponed from Jan. 15 to the latter part of February.

DIRECTORY OF LIFE INSURANCE

ILLINOIS

ROBERT F. PALMER

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